



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – E-Commerce and Digital Marketing

Course Code - SM401

(Semester IV)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) Which of the following describes e-commerce?

a) Doing business electronically	b) Doing business
c) Sale of goods	d) All of the above
- (2) Which segment do eBay, Amazon.com belong?

a) B2B	b) B2C
c) C2B	d) C2C
- (3) Which type deals with auction?

a) B2B	b) B2C
c) C2B	d) C2C
- (4) The best products to sell in B2C e-commerce are

a) Small products	b) Digital products
c) Specialty products	d) Fresh products
- (5) Which products are people most likely to be comfortable buying on the Internet?

a) Books	b) PCs
c) CDs	d) All of the above
- (6) The solution for all business needs is

a) EDI	b) ERP
c) SCM	d) HRMS
- (7) Which of the following is a function of E-commerce

a) marketing	b) advertising
c) promotion	d) All of the above

- a) Supplies
c) Indirect materials
- b) Direct materials
d) Daily stuff
- (21) What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
- a) Direct marketplace
c) B2C
- b) B2B
d) Electronic marketplace
- (22) Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?
- a) horizontal
c) Integrated
- b) Vertical
d) Inclined
- (23) Which type of ad appears on a web page?
- a) pop-under ad
c) Banner ad
- b) Pop-up ad
d) Discount ad
- (24) What type of ad appears under a web page?
- a) pop-under ad
c) Banner ad
- b) Pop-up ad
d) Discount ad
- (25) Which of the following is a method of transferring money from one person's account to another?
- a) electronic check
c) e-transfer
- b) credit card
d) None of the above
- (26) What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
- a) internet commerce
c) transaction information transfer
- b) e-commerce
d) electronic data interchange
- (27) When a transaction is processed online, how can the merchant verify the customer's identity?
- a) use secure sockets layers
c) use electronic data interchange
- b) use secure electronic transactions
d) use financial electronic data interchange
- (28) What is a model of a proposed product, service, or system?
- a) Prototyping
c) Proof-of-concept prototype
- b) Prototype
d) Selling prototype
- (29) What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?
- a) Client/server network
c) Extranet
- b) Intranet
d) Thin client
- (30) What is a separate facility that does not have any computer equipment but is a place where the knowledge workers can move after the disaster?
- a) Disaster recovery plan
c) Cold site
- b) Hot site
d) None of the above
- (31) Which factor determines who has the right to access different types of IT systems and information?
- a) Availability
c) Reliability
- b) Accessibility
d) None of the above

- (32) Which factor represents how well your system can adapt to increased demands?
- a) Availability
 - b) Accessibility
 - c) Reliability
 - d) Scalability
- (33) What is a set of conditions used to measure how well a product or system functions?
- a) Flexibility
 - b) Performance
 - c) Capacity planning
 - d) Benchmark
- (34) What automates business processes?
- a) Workflow
 - b) ASP
 - c) Workflow system
 - d) EIP
- (35) Which will not harm computer resources
- a) firewall
 - b) Virus
 - c) Trojan horse
 - d) None of the above
- (36) Which service encompasses all technologies used to transmit and process information on an across a network?
- a) Integration
 - b) Web services
 - c) Scalability
 - d) Interoperability
- (37) Which process is used to reinstall data from a copy when the original data has been lost?
- a) backup
 - b) recovery
 - c) benchmarking
 - d) data cleansing
- (38) Who protects system from external threats?
- a) firewall
 - b) EDI
 - c) ERP
 - d) SAP
- (39) Who breaks into other people's computer systems and steals and destroys information?
- a) Hackers
 - b) softwares
 - c) Web servers
 - d) hardware
- (40) ERP stands for
- a) Enterprise resolution planning
 - b) Enterprise reverse planning
 - c) Enterprise resource planning
 - d) None of the above
- (41) What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?
- a) Risk management
 - b) Risk assessment
 - c) Security
 - d) None of the above
- (42) What is the process of making a copy of the information stored on a computer?
- a) Backup
 - b) Anti-virus
 - c) Firewall
 - d) Biometrics
- (43) What is hardware and/or software that protects computers from intruders?
- a) Backup
 - b) Anti-virus
 - c) Firewall
 - d) None of the above
- (44) All of the following are considered biometrics, except
- a) Fingerprint
 - b) Retina
 - c) Password
 - d) Voice

- (45) Which of the following do viruses harm?
- a) Your keyboard
 - b) Your monitor
 - c) Your processor
 - d) Viruses do not harm any of the above
- (46) Which item can a password be used to protect?
- a) Network
 - b) File
 - c) Folder
 - d) All of the above
- (47) Which of the following applies to the implementation of an idea?
- a) Copyright
 - b) Intellectual property
 - c) Patent
 - d) None of the above
- (48) Which of the following records logons and deletions?
- a) Key logger
 - b) Packet sniffer
 - c) Log analysis tools
 - d) Screen capture software
- (49) Cyber slacking consists of what activities?
- a) Visiting “inappropriate” web sites
 - b) Visiting news sites
 - c) Chatting online with others about non-work topics
 - d) All of the above
- (50) What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents?
- a) Ethics
 - b) Intellectual property
 - c) Copyright
 - d) Fair Use Doctrine
- (51) What is an electronic representation of cash?
- a) Digital cash
 - b) Electronic cash
 - c) E-cash
 - d) All of the above
- (52) Which type of technology will increase portability and mobility?
- a) Implant chips
 - b) Micro-payments
 - c) Internet phone calls
 - d) All of the above
- (53) Which one is also known as plastic money?
- a) Credit card
 - b) Debit card
 - c) Smart Card
 - d) All of the above
- (54) Digital signature is a
- a) Digital id, send as an attachment to a web page/e-mail/message
 - b) Is used for verifying the attachments send using web
 - c) Both of the above
 - d) Vision chip
- (55) Which is used to identify mobile money
- a) MCID
 - b) MMID
 - c) RSID
 - d) None of the above
- (56) Which e-government arena is being used when governmental agencies send out and accept bids for work?
- a) G2G
 - b) G2B
 - c) G2C
 - d) G2K
- (57) Which of the following is(are) the deliverables of the Systems Implementation phase?

- a) training materials
- b) functional system
- c) physical design specification
- d) operational system

(58) Which of the following is(are) an input process method(s)?

- a) smart card
- b) biometric
- c) optical mark
- d) all of the above

(59) Which of the following reports categorizes information for managers who are not interested to wade through the details?

- a) external
- b) detailed
- c) exception
- d) none of the above

(60) Examples of keyless interfaces include:

- a) bar coding, OCR, pen, and voice recognition
- b) mouse, OCR, pen, and voice recognition
- c) keyboard, OCR, pen, and voice recognition
- d) all of the above