

Roll No. ....

Question Booklet Number

O. M. R. Serial No.

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## B. B. A. (Sixth Semester) EXAMINATION, 2022-23

### FUNDAMENTALS OF E-COMMERCE

Paper Code

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Questions Booklet  
Series

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Time : 1:30 Hours ]

[ Maximum Marks : 75

#### Instructions to the Examinee :

#### परीक्षार्थियों के लिए निर्देश :

1. Do not open the booklet unless you are asked to do so.
  2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
  3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
  2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्तर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
  3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्तर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

1. ESN stands for .....  
 (A) Enterprise Special Networks  
 (B) Enterprise Social Networks  
 (C) Entrepreneur Social Networks  
 (D) Essential Social Networks
2. Enterprise 2.0 also known as .....  
 (A) Social Business  
 (B) Social Enterprise  
 (C) Web 2.0  
 (D) Social Media
3. Collaboration 2.0 is also known as .....  
 (A) Social Enterprise  
 (B) Social Collaboration  
 (C) Collaboration Commerce  
 (D) Collaboration Media
4. Collaboration word is derived from latin word .....  
 (A) Collabrica  
 (B) Collabrance  
 (C) Collaboratio  
 (D) Collaboraze
5. Social networking is .....  
 (A) Group-centric  
 (B) Individual-centric  
 (C) Organization-centric  
 (D) Society-centric
6. Social collaboration is .....  
 (A) Group-centric  
 (B) Individual-centric  
 (C) Organization-centric  
 (D) Person-centric
7. EC in EC Business models stands for .....  
 (A) E-Connected  
 (B) Electronic Commerce  
 (C) Essential Commerce  
 (D) Electric Commerce
8. .... is part of the four main types fore-commerce.  
 (A) B2B  
 (B) P2P  
 (C) C2A  
 (D) All of the above
9. Companies like Flipkart, Shopclues and Myntra belongs to the ..... Ecommerce (EC) segment.  
 (A) B2B  
 (B) P2P  
 (C) B2C  
 (D) C2B
10. OLX is an example of ..... E-commerce segment.  
 (A) B2B  
 (B) B2C  
 (C) C2B  
 (D) C2C

11. \_\_\_\_\_ is related to software frameworks for e-commerce applications.
- WordPress Framework
  - E-commerce Framework
  - Business Framework
  - NET Framework
12. \_\_\_\_\_ type of E-Commerce has trade and transaction dealings between business establishments.
- Business To Customer
  - Peer To Peer
  - Business To Business
  - Customer To Customer
13. Which one of the following is not one of the major types of E-Commerce ?
- C2B
  - B2C
  - B2B
  - C2C
14. Which of the following refers to creating products tailored to individual customers ?
- Customization
  - Aggregation
  - Direct materials
  - Reverse auction
15. What web server functionality allows it to verify user names and passwords and process certificates and encryption information ?
- Processing of HTTP requests
  - File transfer protocol
  - Data capture
  - Security Services
16. Which of the following represents a limiting factor for the growth of E-Commerce ?
- Persistent cultural attraction of physical markets and traditional shopping experiences.
  - Inadequate selection of goods compared to physical market places.
  - E-Commerce lacks the convenience of other methods of transacting business.
  - The potential audience for E is too low to support it as a widespread method of commerce.
17. All of the following are types of social marketing except :
- affiliate marketing
  - blog advertising
  - social network advertising
  - game advertising

18. Which of the following measures the percentage of people exposed to an online advertisement who actually click on the banner :
- impression rate
  - view-through rate
  - click-through rate
  - stickiness ratio
19. ERP stands for :
- Enterprise Resolution Planning
  - Enterprise Reverse Planning
  - Enterprise Resource Planning
  - None of the above
20. Which of the following is a characteristic of a firewall ?
- Examines each message as it seeks entrance to the network
  - Blocks messages without the correct markings from entering the network
  - Detects computers communicating with the internet without approval
  - All of the above
21. Which of the following is not a common approach to phishing ?
- Send an official looking e-mail asking for confidential information
  - Ask people to fill out and return a fake letter using postal mail.
  - Ask people to click a link in an e-mail to open a submission form on a web page.
  - All of the above are uncommon approaches to phishing.
22. Cookies are used to do which of the following ?
- Store you id and password for subsequent logons to the site.
  - Store contents of electronic shopping carts.
  - To track web activity.
  - All of the above and more.
23. Which of the following is not a reason why digital cash has turned out to be extremely difficult ?
- If your system crashes you lose money.
  - There is only one standard.
  - Digital cash makes money laundering easy.
  - Digital cash travels across the vast internet and is susceptible to being stolen.
24. Smart card is better protected than other cards using :
- Encryption
  - Firewall
  - Hub
  - All of the above.

25. Digital signature .
- (A) is a Digital Id, sent as an attachment to a webpage/email/message
  - (B) is used to verify the attachments sent using web
  - (C) Both (A) and (B)
  - (D) None of the above
26. The presence of \_\_\_\_\_ make the smart card smart.
- (A) Memory
  - (B) Microchip
  - (C) E-Cash
  - (D) None of the above.
27. QR code stands for :
- (A) Quick rejection code
  - (B) Quit Responding code
  - (C) Quick response code
  - (D) Queue response code
28. RFID can be used :
- (A) for tagging merchandise in a mall
  - (B) in fastags on automobiles
  - (C) None of the above
  - (D) All of the above
29. Bar Codes store data in the form of :
- (A) Columns
  - (B) Squares
  - (C) Circles
  - (D) Triangles
30. \_\_\_\_\_ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
- (A) E-Commerce
  - (B) EDI
  - (C) Networking
  - (D) SCM
31. \_\_\_\_\_ provide security and privacy for the use of web page content.
- (A) HTTP
  - (B) HTML
  - (C) FTP
  - (D) None of these
32. \_\_\_\_\_ website is one that changes or customizes itself frequently and automatically based on certain criteria.
- (A) Dynamic website
  - (B) Static website
  - (C) Phishing sites
  - (D) None of these
33. This is a protocol which allows files to be transferred from one computer to another computer :
- (A) TCP/IP
  - (B) HTFP
  - (C) FTP
  - (D) None of these.

34. .... is the first page of a website.
- (A) Web page
  - (B) Home page
  - (C) Domain
  - (D) None of these.
35. Information sent over the internet commonly uses the set of rules called :
- (A) TCP/IP
  - (B) FTP
  - (C) HTTP
  - (D) Gopher
36. Email which contains useless material is termed as :
- (A) Spam
  - (B) Useless mail
  - (C) Trunk mail
  - (D) Junk mail
37. Which one of the following is not a principle of E-Commerce :
- (A) Privacy
  - (B) Integrity
  - (C) Authentication
  - (D) None of these.
38. .... is a global web in which millions of users are communicating with each other with the help of computers.
- (A) Internet
  - (B) WWW
  - (C) Both of the above
  - (D) None of the above
39. A company that manufactures bicycles may use the internet to purchase tyres from their suppliers. This is an example of ..... transaction.
- (A) B2G
  - (B) B2E
  - (C) B2B
  - (D) P2P
40. .... is the exchange of services, information or product from one business to a government agency.
- (A) B2G
  - (B) B2E
  - (C) B2B
  - (D) P2P
41. .... is the system of purchasing cash credits in relatively small amounts, storing the credits in our computer and then spending them when making electronic purchases over the Internet.
- (A) E Cash
  - (B) Digi Cash
  - (C) Cyber Cash
  - (D) Any of these

42. .... is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
- (A) Credit Card
  - (B) E-Cheques
  - (C) E-Cash
  - (D) None of these
43. .... is a kind of payment card that transfers funds directly from the consumer's bank account to the merchant's account.
- (A) Debit Card
  - (B) Electronic Purse
  - (C) Credit Card
  - (D) Any of these
44. .... prevents unauthorized communication into and out of the network, allowing the organization to enforce a security policy on traffic between its network and the Internet.
- (A) Network firewall
  - (B) Antivirus
  - (C) Both of these
  - (D) None of these
45. Which is a function of ECommerce ?
- (A) Marketing
  - (B) Advertising
  - (C) Warehousing
  - (D) All of the above
46. Which of the following are advantages normally associated with B2B e-commerce ?
- (A) shorter cycle times
  - (B) reduction in costs
  - (C) reaches wider audiences
  - (D) All of the above
47. Which type of products is lesser purchased using ecommerce ?
- (A) Automobiles
  - (B) Books
  - (C) Softwares
  - (D) None of the above
48. Amazon.com is well-known for which e-commerce marketing technique ?
- (A) banner ads
  - (B) pop-up ads
  - (C) affiliate programs
  - (D) viral marketing
49. A combination of software and information designed to provide security and information for payment is called a/an :
- (A) digital wallet
  - (B) pop up ad
  - (C) shopping cart
  - (D) encryption

50. A person can sell his laptop on OLX by which medium of E-Commerce
- (A) B2B
  - (B) B2C
  - (C) C2C
  - (D) None of these
51. The deliveries of goods or services ordered on an e-shop do NOT depend upon which of the following ?
- (A) Size of products
  - (B) Cost of products
  - (C) Nature of products
  - (D) Urgency
52. Which of the following is NOT an advantage of E-Commerce ?
- (A) Cost saving and price reduction
  - (B) Late response to customer needs
  - (C) Wider choice
  - (D) Improved customer services
53. Which of the following E-Commerce company has launched Shopsy, an app that allows Indians to start online shops for free ?
- (A) Amazon
  - (B) Snapdeal
  - (C) Flipkart
  - (D) Paytm
54. E-Commerce stands for .....
- (A) Electrical Commerce
  - (B) Electronic Commerce
  - (C) Entertainment Commerce
  - (D) Electrochemical Commerce
55. The World Wide Web (WWW) was introduced in the year .....
- (A) 1994
  - (B) 1996
  - (C) 1992
  - (D) 1990
56. .... is an early form of E-commerce.
- (A) SCM
  - (B) EDI
  - (C) Both of the above
  - (D) None of the above
57. .... is concerned with the buying and selling information, products and services over computer communication networks.
- (A) Commerce
  - (B) E-Commerce
  - (C) E-Business
  - (D) None of these

58. Which among the following products is suitable for E-Commerce ?
- (A) Books
  - (B) Vegetables
  - (C) All of these
  - (D) None of these
59. Which of the following is not a party of SCM ?
- (A) Suppliers
  - (B) Manufacturers
  - (C) Distributors
  - (D) Customers
60. \_\_\_\_\_ is a function of E commerce.
- (A) Marketing
  - (B) Supply Chain
  - (C) Finance
  - (D) All of the above
61. \_\_\_\_\_ mainly deals with buying and selling, especially on a large scale.
- (A) Shopping
  - (B) Commerce
  - (C) Retailing
  - (D) Distribution
62. E-commerce has \_\_\_\_\_ scope than E-Business or Digital Business.
- (A) Higher
  - (B) Narrower
  - (C) Wider
  - (D) More
63. \_\_\_\_\_ is a system of interconnected electronic components or circuits.
- (A) Electronic Network
  - (B) Marketplaces
  - (C) Electronic Markets
  - (D) Metamarkets
64. All electronically mediated information exchanges are referred to as \_\_\_\_\_.
- (A) E-Business
  - (B) Digital Business
  - (C) E-Commerce
  - (D) None of the above
65. \_\_\_\_\_ are markets linked via modern communications networks and powered through high-speed computers.
- (A) Marketplaces
  - (B) Metamarkets
  - (C) Electronic Network
  - (D) Electronic Markets

66. .... is a part of the four important types of E-commerce.
- (A) B2B  
(B) P2P  
(C) C2A  
(D) All of the above
67. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment ?
- (A) B2B  
(B) B2C  
(C) P2P  
(D) C2B
68. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as ..... E-Commerce Business Model.
- (A) Licensing  
(B) Subscription  
(C) Transaction  
(D) Affiliate
69. This E-Commerce commercial enterprise model specifically specializes in selling services or products online :
- (A) Indirect Marketing  
(B) Online Direct Marketing  
(C) Brick and Mortar  
(D) Marketplace
70. .... is a retail fulfillment approach in which a shop doesn't hold the goods it sells in stock.
- (A) Aggregator Model  
(B) Affiliate  
(C) Dropshipping  
(D) Advertising Model
71. Some marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the ..... E-Commerce Model.
- (A) Affiliate  
(B) Transaction  
(C) Aggregator  
(D) Advertising

72. Among the alternative models of B2B E-commerce, which is the best means to acquire a competitive advantage in the market ?

- (A) Strategic relationship
- (B) Process
- (C) Transaction
- (D) All of the above

73. The concept of online marketing and selling of products and services through the internet is .....

- (A) B2G
- (B) B2C
- (C) B2B
- (D) B2E

74. Which of the following is not a user of B2C E-commerce ?

- (A) Distributors
- (B) Manufacturers
- (C) Publishers
- (D) None of the above

75. .... allows transactions among customers and dealers through supplying complete information and ancillary services, without being concerned about the actual exchange of products and offerings among the parties.

- (A) Middlemen
- (B) Metamediary
- (C) Intermediary
- (D) All of the above

76. Which of the following is NOT a B2B E-commerce ?

- (A) Sending and receiving orders
- (B) Invoice and shopping
- (C) All of the above
- (D) None of the above

77. .... lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company.

- (A) EDI
- (B) Business applications
- (C) Standards
- (D) Protocols

78. What is 'EOQ' in Inventory control ?
- (A) Economic Occurring Quantity
  - (B) Economic Order Quantity
  - (C) Economic Over Quantity
  - (D) Economic of Quantity
79. Which dimension of e-commerce enables commerce beyond the boundaries of the country ?
- (A) Richness
  - (B) Interactivity
  - (C) Global Reach
  - (D) Ubiquity
80. .... is not a major type of electronic commerce.
- (A) Consumer to Business
  - (B) Business to Consumer
  - (C) Business to Business
  - (D) Consumer to Consumer
81. Which is not one of the three phases of electronic commerce ?
- (A) Reinvention
  - (B) Preservation
  - (C) Consolidation
  - (D) Innovation
82. Which of the following describes the definition of electronic commerce ?
- (A) Doing business
  - (B) Sale and purchase of goods
  - (C) Doing business electronically
  - (D) All of the above mentioned
83. Which e-commerce model involves the sale of goods or services from businesses to the general public ?
- (A) Business to Government
  - (B) Business to Consumer
  - (C) Business to Business
  - (D) Consumer to Business
84. Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman ?
- (A) Business to Business
  - (B) Business to Government
  - (C) Consumer to Business
  - (D) Business to Consumer
85. The idealistic market envisioned at the outset of electronic commerce's development is referred to as .....
- (A) Bertrand market
  - (B) Baxter market
  - (C) Bailey market
  - (D) Bergman market

86. .... is an e-commerce model which focuses on consumers dealing with one another.
- (A) Business to Business
  - (B) Consumer to Consumer
  - (C) Consumer to Business
  - (D) Business to Consumer
87. Which of the following was the primary source of financing during the early years of electronic commerce ?
- (A) Venture capital funds
  - (B) Bank loans
  - (C) Initial public offerings
  - (D) Large retail firms
88. Which of the following is/are considered examples of the Consumer to Consumer (C2C) model ?
- (A) Amazon.com
  - (B) e-bay
  - (C) Rentalic.com
  - (D) All of the above
89. Which of the following technology is not used to collect the information about you ?
- (A) Anonymizers
  - (B) Spyware
  - (C) Gmail
  - (D) Cookies
90. Which of the following is the set of planned activities that are designed to result in a profit in the marketplace ?
- (A) Profit model
  - (B) Business model
  - (C) Business plan
  - (D) Revenue model
91. Which of the following is not a key element of the business model :
- (A) Competitive advantage
  - (B) Market strategy
  - (C) Universal standards
  - (D) Value proposition
92. The reason why digital products are best suited for Business Consumer e-commerce is that they :
- (A) Can be mass-customized and personalized
  - (B) Are commodities like products
  - (C) Can be delivered at the time of purchase
  - (D) All of the above

93. .... is an example of an Internet portal.
- (A) Yahoo
  - (B) e-bay
  - (C) Amazon
  - (D) Facebook
94. Which of the following is categorized as a major Business-to-Consumer business model?
- (A) Service provider
  - (B) Transaction broker
  - (C) Industry consortium
  - (D) Content provider
95. Which of the following business model consists of an independently owned vertical digital marketplace for direct inputs?
- (A) Private industrial network
  - (B) E-distributor
  - (C) E-procurement
  - (D) E-exchange
96. .... is referred to as the percentage of customers, by whom a Website is visited and something is purchased by them.
- (A) Conversion rate
  - (B) Spam
  - (C) Affiliate programs
  - (D) Click-through
97. .... is not a horizontal portal.
- (A) Yahoo
  - (B) Sailnet
  - (C) MSN/Windows Live
  - (D) AOL
98. A strategy that is designed by businesses to compete in all markets around the world is referred to as ..... strategy.
- (A) cost
  - (B) differentiated
  - (C) focus
  - (D) scope
99. .... is NOT an example of E-Commerce Platform.
- (A) Amazon Pantry
  - (B) Reliance SMART
  - (C) Flipkart Plus
  - (D) DMart Ready
100. .... refers to e-commerce transactions delivered via social media.
- (A) Social Network
  - (B) Social Commerce
  - (C) Social Business
  - (D) Both (B) and (C)