

Roll No.

Question Booklet Number

O. M. R. Serial No.

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429810

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

e-COMMERCE

Paper Code						
B	C	A	6	0	3	N

Time : 1:30 Hours]

Questions Booklet
Series

B

[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 आन्सर-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 आन्सर-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)

(Only for Rough Work)

1. Which form of e-commerce currently accounts for about 97% of all e-Commerce revenues ?
 - (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
2. 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
3. If the threat of substitute products or services is low it is an :
 - (A) Disadvantage to the supplier
 - (B) Advantage to the buyer
 - (C) Advantage to the supplier
 - (D) None of the above
4. The threat of new entrants is high when it is :
 - (A) Hard for customers to enter the market
 - (B) Hard for competitors to enter the market
 - (C) Easy for competitors to enter the market
 - (D) Easy for customers to enter the market
5. If it is easy for competitors to enter the market, the threat of new entrants is considered :
 - (A) High
 - (B) Low
 - (C) More
 - (D) Less
6. An industry is less attractive for suppliers when the rivalry among existing competitors is :
 - (A) High
 - (B) Low
 - (C) More
 - (D) Less
7. Unique value auction is mainly applies to :
 - (A) New products
 - (B) Second hand products
 - (C) Engineering products
 - (D) None of the above
8. Paisapay is facilitated in :
 - (A) eBay.co.in
 - (B) amazon.com
 - (C) flipkart.com
 - (D) None of the above

9. Which of the following is a useful security mechanism when considering business strategy and IT ?
 - (A) encryption
 - (B) decryption
 - (C) firewall
 - (D) All the above
10. Which of the following is not related to security mechanism ?
 - (A) encryption
 - (B) decryption
 - (C) e-cash
 - (D) All the above
11. The best products to sell in B2C e-commerce are :
 - (A) small products
 - (B) digital products
 - (C) speciality products
 - (D) fresh product
12. Which of the following statements accurately reflect the impact of technology ?
 - (A) Technology has caused buyer power to increase
 - (B) Technology has lessened the entry barriers for many industries
 - (C) Technology has increased the threat of substitute products and services
 - (D) All of the above
13. A business cannot be all things to all people. Instead, a business must :
 - (A) Identify target customers
 - (B) Identify the value of products/services as perceived by customers
 - (C) All of the above
 - (D) None of the above
14. How do the transactions occur in e-Commerce ?
 - (A) Using e-medias
 - (B) Using computers only
 - (C) Using mobile phones only
 - (D) None of the above
15. Which type of products is lesser purchased using e-Commerce ?
 - (A) Automobiles
 - (B) Books
 - (C) Softwares
 - (D) None of the above
16. A business competing in a commodity like environment must focus on which of the following ?
 - (A) Price
 - (B) Ease / speed of delivery
 - (C) Ease of ordering
 - (D) All of the above

17. Which of the following refers to creating products tailored to individual customers ?
 - (A) Customization
 - (B) Aggregation
 - (C) Direct materials
 - (D) Reverse auction
18. Materials used in then or mal operation of a business but not related to primary business operations are called what ?
 - (A) Supplies
 - (B) Direct materials
 - (C) Indirect materials
 - (D) Daily stuff
19. Amazon.com is well-known for which e-commerce marketing technique ?
 - (A) Banner ads
 - (B) Pop-up ads
 - (C) Affiliate programs
 - (D) Viral marketing
20. 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
 - (B) B2B
 - (C) B2C
 - (D) Electronic marketplace
21. Which form of c-marketplace brings together buyers and sellers from multiple industries, often for MRO materials ?
 - (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
22. Which form of e-market place brings together buyers and sellers from the same industry ?
 - (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
23. Which type of add appears on a web page ?
 - (A) pop-under ad
 - (B) Pop-up ad
 - (C) Banner ad
 - (D) Discount ad
24. What type of ad appears on top of a web page ?
 - (A) Pop-under ad
 - (B) pop-up ad
 - (C) banner ad
 - (D) discount ad

25. What type of ad appears under a web page ?
- (A) pop-under ad
 - (B) pop-up ad
 - (C) banner ad
 - (D) discount ad
26. Which, if any, of the following types of ads are people most willing to tolerate ?
- (A) pop-under ad
 - (B) pop-up ad
 - (C) banner ad
 - (D) None of the above
27. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet ?
- (A) electronic check
 - (B) electronic bill presentment and payment
 - (C) conversion rates
 - (D) financial cyber intermediary
28. Which of the following is a method of transferring money from one person's account to another ?
- (A) electronic check
 - (B) credit card
 - (C) e-transfer
 - (D) None of the above
29. An electronic check is one form of what ?
- (A) e-commerce
 - (B) online banking
 - (C) e-cash
 - (D) check
30. If you need to transfer money to another person via the internet, which of the following methods could you use ?
- (A) Financial cyber intermediary
 - (B) Electronic check
 - (C) Electronic bill presentment and payment
 - (D) All of the above
31. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet ?
- (A) Financial cyber intermediary
 - (B) Electronic check
 - (C) Electronic bill presentment and payment
 - (D) All of the above
32. A combination of software and information designed to provide security and information for payment is called a what ?
- (A) digital wallet
 - (B) pop up ad
 - (C) shopping cart
 - (D) encryption

33. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents ?
- (A) internet commerce
 - (B) e-commerce
 - (C) transaction information transfer
 - (D) electronic data interchange
34. Which of the following is used in B2B to pay for purchases ?
- (A) e-commerce
 - (B) financial electronic data interchange
 - (C) electronic data exchange
 - (D) electronic checks
35. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.
- (A) encryption, decryption
 - (B) private, public
 - (C) encryption, public
 - (D) public, private
36. Secure Sockets Layers does which of the following ?
- (A) creates a secure, private connection to a web server
 - (B) encrypts information
 - (C) sends information over the internet
 - (D) All of the above
37. When a transaction is processed online, how can the merchant verify the customer's identity ?
- (A) Use secure sockets layers
 - (B) Use secure electronic transactions
 - (C) Use electronic data interchange
 - (D) Use financial electronic data interchange
38. The practice of forging an e-mail address so that the recipient is fooled into revealing private information is termed as :
- (A) hacking
 - (B) cracking
 - (C) dumpster diving
 - (D) spoofing
39. What is a model of a proposed product, service, or system ?
- (A) Prototyping
 - (B) Prototype
 - (C) Proof-of-concept prototype
 - (D) Selling prototype

40. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two) ?
- (A) Client/server network
 - (B) Intranet
 - (C) Extranet
 - (D) Thin client
41. What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers ?
- (A) Client/server network
 - (B) Intranet
 - (C) Extranet
 - (D) Thin client
42. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood ?
- (A) Disaster recovery plan
 - (B) Hot site
 - (C) Cold site
 - (D) Disaster recovery cost curve
43. 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
 - (B) Hot site
 - (C) Cold site
 - (D) Disaster recovery cost curve
44. What is a separate and fully equipped facility where the company can move immediately after the disaster and resume business ?
- (A) Disaster recovery plan
 - (B) Hot site
 - (C) Cold site
 - (D) Disaster recovery cost curve
45. What charts (1) the cost to your organization of the unavailability of information and technology and (2) the cost to your organization of recovering from a disaster over time ?
- (A) Disaster recovery plan
 - (B) Hot site
 - (C) Cold site
 - (D) Disaster recovery cost curve

46. Which factor determines when your IT system will be available for knowledge workers to access ?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) None of the above
47. Which factor determines who has the right to access different types of IT systems and information ?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) Scalability
48. Which factor ensures your IT systems are functioning correctly and providing accurate information ?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) Scalability
49. Which factor represents how well your system can adapt to increased demands ?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) Scalability
50. Which factor represents a system's ability to change quickly ?
- (A) Flexibility
 - (B) Performance
 - (C) Capacity planning
 - (D) Benchmark
51. 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
52. What determines the future IT infrastructure requirements for new equipment and additional network capacity ?
- (A) Flexibility
 - (B) Performance
 - (C) Capacity planning
 - (D) Benchmark
53. What automates business processes ?
- (A) Workflow
 - (B) ASP
 - (C) Workflow system
 - (D) EIP

54. What defines all of the steps or business rules, from beginning to end, required for a process to run correctly ?
- (A) Workflow
 - (B) EIP
 - (C) Workflow system
 - (D) SLA
55. What sends work assignments through an e-mail system ?
- (A) Database-based enterprise information portal
 - (B) Messaging-based enterprise information portal
 - (C) Database based work flow system
 - (D) Messaging-based workflow system
56. Which will not harm computer resources ?
- (A) Firewall
 - (B) Virus
 - (C) Trojan horse
 - (D) None of the above
57. EDT is the electronic interchange of business information using _____.
- (A) Internet
 - (B) Middleman
 - (C) Standardized Format
 - (D) Secured Server
58. Which is a function of ERP ?
- (A) Warehousing
 - (B) Sales
 - (C) Scheduling
 - (D) All of the above
59. Which of the following is the primary characteristic of an intranet ?
- (A) People outside the organization can access it
 - (B) People inside the organization can't access it
 - (C) People outside the organization can't access it
 - (D) None of the above
60. Which concept suggests that different applications and computer systems should be able to communicate with one another ?
- (A) Integration
 - (B) Web services
 - (C) Scalability
 - (D) Interoperability

61. Business entities conducting business electronically are called :
- (A) trading partners
 - (B) electronic partners
 - (C) business partners
 - (D) customers
62. Which process can prevent data from lose due to computer problems or human errors ?
- (A) backup
 - (B) recovery
 - (C) benchmarking
 - (D) data cleansing
63. 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
64. What describes a process of continuously measuring results and comparing those results to optimal performance so that actual performance may be improved ?
- (A) Performance
 - (B) Capacity planning
 - (C) Benchmarking
 - (D) Data cleansing
65. Who protects system from external threats ?
- (A) Firewall
 - (B) EDI
 - (C) ERP
 - (D) Script kiddies
66. Who breaks into other people's computer systems and steals and destroys information ?
- (A) Hackers
 - (B) Softwares
 - (C) Hacktivists
 - (D) Script kiddies
67. What is software that comes hidden in free downloadable software and tracks your online movements, mines the information stored on your computer, or uses your computer's CPU and storage for some task you know nothing about ?
- (A) Web log
 - (B) Click stream
 - (C) Anonymous Web browsing service
 - (D) None of the above

68. ERP stands for :
- (A) Enterprise resolution planning
 - (B) Enterprise reverse planning
 - (C) Enterprise resource planning
 - (D) None of the above
69. The term FTP stands for ?
- (A) File transfer program
 - (B) File transmission protocol
 - (C) File transfer protocol
 - (D) File transfer protection
70. Which is not a function of ERP ?
- (A) Human resource management
 - (B) Financial
 - (C) Warehousing
 - (D) None of the above
71. What is a type of virus that spreads itself, not just from file to file, but from computer to computer via e-mail and other Internet traffic ?
- (A) Computer virus
 - (B) Worm
 - (C) Denial-of-service attack
 - (D) None of the above
72. Which one of the following is the most common internet protocol ?
- (A) HTML
 - (B) NetBEUI
 - (C) TCP/IP
 - (D) IPX/SPX
73. Collection of hyperlinked documents on the internet forms the ? . ?
- (A) World Wide Web (WWW)
 - (B) E-mail system
 - (C) Mailing list
 - (D) Hypertext markup language
74. 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
75. Factor that affects ethical and unethical behaviour :
- (A) Ethical dilemma
 - (B) Diversity
 - (C) Teamwork
 - (D) Open communication
76. What is the process of making a copy of the information stored on a computer ?
- (A) Backup
 - (B) Anti-virus
 - (C) Firewall
 - (D) Biometrics

77. What is e-Commerce ?
- (A) Doing business electronically
 - (B) Doing business
 - (C) Sale of goods
 - (D) All of the above
78. Who is part of the four main types for e-Commerce.?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) All of the above
79. Which of the following is not type of patent ?
- (A) Utility patents
 - (B) Copyright
 - (C) Design patents
 - (D) Plant patents
80. Which type of e-commerce focuses on consumers dealing with each other ?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
81. Which of the following is rights of a copyright owner ?
- (A) Publish their work and perform their work in public
 - (B) Translate and broadcast their work
 - (C) Prevent others from making unauthorized use of copyrighted work
 - (D) All of the above
82. Which type deals with auction ?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
83. Organizations suppliers value chain are known as :
- (A) upstream value chain
 - (B) downstream value chain
 - (C) value chain
 - (D) None of these
84. The best products to sell in B2C e-Commerce are :
- (A) Small products
 - (B) Digital products
 - (C) Speciality products
 - (D) Fresh products

85. Which products are people most likely to be more uncomfortable buying on the Internet ?
- (A) Books
 - (B) Furniture
 - (C) Movies
 - (D) All of the above
86. Which products are people most likely to be comfortable buying on the Internet ?
- (A) Books
 - (B) PCs
 - (C) CDs
 - (D) All of the above
87. Digital products are best suited for B2C e-Commerce because they :
- (A) Are commodity like products
 - (B) Can be mass-customized and personalized
 - (C) Can be delivered at the time of purchase
 - (D) All of the above
88. The solution for all business needs is :
- (A) EDI
 - (B) ERP
 - (C) SCM
 - (D) None of the above
89. All of the following are techniques B2C e-Commerce companies use to attract customers, except :
- (A) Registering with search engines
 - (B) Viral marketing
 - (C) Online ads
 - (D) Virtual marketing
90. Which is a function of E-commerce ?
- (A) Marketing
 - (B) Advertising
 - (C) Warehousing
 - (D) All of the above
91. Which is not a function of E-commerce ?
- (A) Marketing
 - (B) Advertising
 - (C) Warehousing
 - (D) None of the above
92. Which term represents account of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser ?
- (A) Affiliate programs
 - (B) Click-through
 - (C) Spam
 - (D) All of the above

93. What is the percentage of customers who visit a Website and actually buy something called ?
- (A) Affiliate programs
 - (B) Click-through
 - (C) Spam
 - (D) Conversion rate
94. What are materials used in production in a manufacturing company or a replaced on the shelf for sale in a retail environment ?
- (A) Direct materials
 - (B) Indirect materials
 - (C) EDI
 - (D) None of the above
95. What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities ?
- (A) Direct materials
 - (B) Indirect materials
 - (C) EDT
 - (D) None of the above
96. Which of the following is an example of e-commerce ?
- (A) Buying groceries at a supermarket
 - (B) Ordering food at a restaurant
 - (C) Booking a hotel room online
 - (D) Visiting a physical store to buy clothes
97. What is EDI name ?
- (A) Electronic Direct Interchange
 - (B) Indirect materials
 - (C) Electronic Data Interchange
 - (D) None of the above
98. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left ?
- (A) B2B marketplace
 - (B) Intranet
 - (C) Reverse auction
 - (D) Internet
99. What is B2B e-Commerce ?
- (A) Business-to-business e-commerce
 - (B) Business-to-consumer e-commerce
 - (C) Consumer-to-consumer e-commerce
 - (D) Government-to-consumer e-commerce
100. Most individuals are familiar with which form of e-Commerce ?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C

4. Four alternative answers are mentioned for each question as—A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

Q. 1 (A) ☒ (C) (D)

Q. 2 (A) (B) ☒ (D)

Q. 3 (A) ☒ (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Imp. : On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर—A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छोटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ☒ (C) (D)

प्रश्न 2 (A) (B) ☒ (D)

प्रश्न 3 (A) ☒ (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उन्हें निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जावे।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

गवर्णपूर्ण : प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।