

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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601887

BCA (SEM.-VI) (NEP) EXAMINATION, 2024
COMPUTER APPLICATION
(E-Commerce)
[BCA-6003]

Paper Code							
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Question Booklet
Series
C

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

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.
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 :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

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, उसे तुरन्त बदल लें।
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 छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

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1. What automates business processes?
 - (A) Workflow
 - (B) ASP
 - (C) Workflow system
 - (D) EIP
2. Which will not harm computer resources ?
 - (A) Firewall
 - (B) Virus
 - (C) Trojan horse
 - (D) None of the above
3. Which is not a function of ERP?
 - (A) Warehousing
 - (B) Sales
 - (C) Scheduling
 - (D) None of the above
4. Who protects system from external threats?
 - (A) Firewall
 - (B) EDI
 - (C) ERP
 - (D) Script kiddies
5. ERP stands for :
 - (A) Enterprise Resolution Planning
 - (B) Enterprise Reverse Planning
 - (C) Enterprise Resource Planning
 - (D) None of the above
6. What is the process of making a copy of the information stored on a computer called?
 - (A) Backup
 - (B) Anti-virus
 - (C) Firewall
 - (D) Biometrics
7. SET means :
 - (A) Standard Electronic Technology
 - (B) Standard Electronic Transfer
 - (C) Secure Electronic Transaction
 - (D) None of these
8. Which of the following is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account?
 - (A) Debit card
 - (B) Electronic purse
 - (C) Credit card
 - (D) Any of these
9. A _____ is an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications.
 - (A) digital signature
 - (B) digital certificates
 - (C) ssl
 - (D) none of these

10. The buying power has the ability to:
- (A) Supply own goods
 - (B) Increase profits in the industry
 - (C) Reduce the selling price
 - (D) Influence the share price
11. What types of costs need to be considered in making global sourcing decisions?
- (A) Transportation costs
 - (B) Production costs
 - (C) Inventory carrying costs
 - (D) All of the above
12. How could the size of a business be best measured?
- (A) Number of employees, and overall gross profit
 - (B) Number of outlets or business units and market value
 - (C) Total revenue and capital investment
 - (D) All of the above
13. All electronically mediated information exchanges are known as :
- (A) E-Business
 - (B) E-Commerce
 - (C) Digital Business
 - (D) None of the above
14. Which of the following is backbone of all E-payments in E-commerce?
- (A) EFT
 - (B) EPS
 - (C) PayPal
 - (D) None of these
15. E-Banking is also known as :
- (A) ATMs
 - (B) Net banking
 - (C) Traditional banking
 - (D) None of these
16. The protocol which allows the file transfer between computers is known as :
- (A) TCP/IP
 - (B) FTP
 - (C) HTTP
 - (D) SOA
17. Secret key is used for :
- (A) Public key cryptography
 - (B) Private key cryptography
 - (C) Asymmetric key cryptography
 - (D) None of these
18. Which e-government arena is being used when governmental agencies send out and accept bids for work?
- (A) G2G
 - (B) G2B
 - (C) G2C
 - (D) G2G

19. In _____ E-Commerce Model, Marketer or Companies charge others for allowing them to place a banner on their websites, blogs or platforms.
- Affiliate
 - Advertising
 - Transaction
 - Aggregator
20. Which of the following is a key component of E-commerce?
- Social media profiles
 - Online stores
 - Digital art galleries
 - Virtual reality gaming
21. What is the primary goal of E-commerce?
- To improve internal communication within a company
 - To automate business processes
 - To facilitate the buying and selling of goods and services online
 - To provide entertainment through online videos
22. Which of the following is an example of C2B E-commerce?
- A customer purchasing a book from an online retailer
 - A business buying office supplies from an online wholesaler
 - A customer selling handmade crafts on an online marketplace
 - A business purchasing raw materials from an online supplier
23. What does the term 'M-commerce' refer to in E-commerce?
- The use of mobile devices for online shopping and transactions
 - The use of social media for advertising products
 - The use of virtual reality for online shopping experiences
 - The use of voice assistants for customer support
24. What does the term 'Data security' refer to in E-commerce?
- The use of cookies to track customer behavior
 - The protection of customer data from unauthorized access and breaches
 - The analysis of customer browsing history for personalized recommendations
 - The process of categorizing customer data for marketing purposes
25. What is the primary purpose of a data warehouse in E-commerce?
- To provide real-time data for reporting
 - To store and manage customer inquiries
 - To facilitate secure online transactions
 - To store historical data for analysis and decision-making

26. E-Commerce stands for :
- (A) Electrical Commerce
 - (B) Electronic Commerce
 - (C) Entertainment Commerce
 - (D) ElectroChemical Commerce
27. Which of the following describes e-commerce?
- (A) Doing business electronically
 - (B) Doing business
 - (C) Sale of goods
 - (D) All of the above
28. Which type of e-commerce focuses on consumers dealing with each other?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
29. The best products to sell in B2C e-commerce are:
- (A) Small products
 - (B) Digital products
 - (C) Specialty products
 - (D) Fresh products
30. Which of the following is not considered to be one of the three phases of e-commerce?
- (A) Innovation
 - (B) Consolidation
 - (C) Preservation
 - (D) Reinvention
31. The solution for all business needs is :
- (A) EDI
 - (B) ERP
 - (C) SCM
 - (D) None of the above
32. Which is a function of E-commerce ?
- (A) Marketing
 - (B) Advertising
 - (C) Warehousing
 - (D) All of the above
33. 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
34. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
- (A) Direct materials
 - (B) Indirect materials
 - (C) EDI
 - (D) None of the above

35. Promotion of products in e-commerce can be done by :
- (A) Social media
 - (B) Online Ads
 - (C) Blog
 - (D) All of the above
36. A problem statement must be:
- (A) Clear and concise description of the issue
 - (B) Infeasible to everyone
 - (C) Lengthy
 - (D) All of the above
37. What are the five primary activities of the value chain model?
- (A) Inbound logistics, Operations, Outbound Logistics, Marketing and Sales, and Technology Development
 - (B) Inbound logistics, Operations, Outbound Logistics, Marketing and Sales, and Service
 - (C) Inbound logistics, Operations, Outbound Logistics, Marketing and Sales, and Infrastructure
 - (D) Inbound logistics, Operations, Infrastructure, HR Management, and Service
38. The function of purchasing inputs used in the firm's value chain is :
- (A) Operations
 - (B) Procurement
 - (C) Firm infrastructure
 - (D) Inbound logistics
39. Michael Porter (1985) identified six stages in the analysis of a business organisation's value proposition which are supported by the organisation's infrastructure, what answer best describes an organisations infrastructure?
- (A) Human resource management, technology development, purchasing, and procurement
 - (B) Human resource management, and finance
 - (C) Human resource management, marketing, capital
 - (D) Human resource management, technology development, sales, and research
40. Organization's suppliers value chains are known as :
- (A) Upstream value chain
 - (B) Downstream Value chain
 - (C) Suppliers
 - (D) None of these

41. Which form of e-market place brings together buyer and sellers from the same industry?
- (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
42. Unique value auction is mainly applies to :
- (A) New products
 - (B) Second hand products
 - (C) Engineering products
 - (D) None of the above
43. Most individuals are familiar with which form of e-commerce?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
44. Which of the following is not related to security mechanism?
- (A) Encryption
 - (B) Decryption
 - (C) E-cash
 - (D) All the above
45. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?
- (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
46. Which type of add appears on a web page?
- (A) Pop-under ad
 - (B) Pop-up ad
 - (C) Banner ad
 - (D) Discount ad
47. 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
48. A combination of software and information designed to provide security and information for payment is called :
- (A) Digital wallet
 - (B) Pop-up ad
 - (C) Shopping cart
 - (D) Encryption
49. 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

50. In the today's competition world every organisation want to give proper service to the customers with the help of :
- (A) Supply chain management
 - (B) Retail Management
 - (C) Sales management
 - (D) None of these
51. Transportation services also called as :
- (A) Financial
 - (B) Marketing
 - (C) Logistics
 - (D) None of these
52. What are the two basic types of production systems?
- (A) Automated and manual
 - (B) Intermittent and non-intermittent (continuous) process
 - (C) Normal and continuous process
 - (D) Continuous process and batch
53. Selecting suppliers and purchasing items is called :
- (A) Negotiation
 - (B) Procurement
 - (C) Contracting
 - (D) Selection
54. The primary source of financing during the early years of e-commerce was _____.
- (A) bank loans.
 - (B) large retail firms.
 - (C) venture capital funds.
 - (D) initial public offerings
55. Which of the following statements is true?
- (A) Trademark registrations can be renewed for an unlimited number of tenyearperiods
 - (B) Trademark law is intended to protect the owner's original work
 - (C) To qualify for federal protection, a mark must be distinctive and have a "secondary meaning"
 - (D) Surnames alone can be trademarked
56. A company wishes to ensure that no one else can use their logo. This is called :
- (A) Copyrights
 - (B) Trade mark
 - (C) Patent
 - (D) Industrial designs
57. The HRM function can be carried out at two levels namely:
- (A) Reactive and Strategic
 - (B) Proactive and Strategic
 - (C) Operational and Strategic
 - (D) Technical and Operational

58. During E-commerce transaction we should ensure :
- (A) Integrity
 - (B) Security
 - (C) Confidentiality
 - (D) All of the above
59. Which one of the following is not a layer of E-commerce infrastructure ?
- (A) Physical layer
 - (B) Product layer
 - (C) Service layer
 - (D) None of the above
60. Which type deals with auction?
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
61. 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
62. OTP stands for :
- (A) One Time Password
 - (B) On Time processing
 - (C) One time processor
 - (D) None of the above
63. Secure communication means :
- (A) Protect transmission of credit card number
 - (B) Guarantee privacy of customer
 - (C) Unauthorized access of payment details
 - (D) All of the above
64. Which one is a threat for E-commerce?
- (A) Trojan horse
 - (B) Firewall
 - (C) Encryption
 - (D) None of the above
65. The term ISP refers to :
- (A) Internal Software Protocol
 - (B) International Shareware Pool
 - (C) Internet Service Provider
 - (D) Interface Standard Protocol
66. EFT is a computer- based System :
- (A) True
 - (B) False
 - (C) None of the above
 - (D) All of the above
67. The purpose of supply chain management is :
- (A) to provide customer
 - (B) to improve quality of a product
 - (C) to integrate supply and demand
 - (D) to increase production

68. What is the purpose of using social media in E-commerce marketing?
- (A) To replace traditional marketing channels
 - (B) To automate customer support processes
 - (C) To provide secure payment options
 - (D) To reach a wider audience and engage potential customers
69. Which of the following is a characteristic of a well-designed E-commerce website?
- (A) Slow loading times and multiple pop-up ads
 - (B) Intuitive navigation and user-friendly interface
 - (C) Limited product selection and high prices
 - (D) Basic text-based descriptions and lack of images
70. Which of the following is a benefit of E-commerce for customers?
- (A) Limited product selection and availability
 - (B) In-person assistance from sales representatives
 - (C) Convenience of shopping anytime and anywhere
 - (D) Higher prices compared to physical stores
71. What is the purpose of logistics in E-commerce?
- (A) To manage customer inquiries and complaints
 - (B) To handle online marketing and promotions
 - (C) To fulfill and deliver customer orders in a timely manner
 - (D) To create visual content for social media platforms
72. Which of the following is a common digital marketing strategy used in E-commerce?
- (A) Search Engine Optimization (SEO)
 - (B) Traditional print advertising
 - (C) Cold-calling potential customers
 - (D) Distributing flyers in local neighborhoods
73. How does E-commerce impact traditional brick-and-mortar stores?
- (A) It eliminates the need for physical stores altogether
 - (B) It reduces the cost of running physical stores
 - (C) It complements physical stores by offering an additional sales channel
 - (D) It increases the demand for physical stores

74. Trade mark, copyright, patent law etc. comes under the purview of :
- (A) Data protection
 - (B) Telecommunication laws
 - (C) Intellectual property laws
 - (D) None of the above
75. "Google" is one of the most popular :
- (A) Portal
 - (B) Browser
 - (C) Search Engine
 - (D) None of these
76. The most common type of Internet crime according to the IC3 is _____.
- (A) credit card fraud
 - (B) check fraud
 - (C) non-delivery
 - (D) auction fraud
77. A security plan begins with the _____.
- (A) security policy
 - (B) risk assessment
 - (C) implementation plan
 - (D) security organization
78. _____ means converting unreadable text to readable text.
- (A) Conversion
 - (B) Decryption
 - (C) Encryption
 - (D) Decoding
79. All of the following given under are considered biometrics, except :
- (A) Fingerprint
 - (B) Retina
 - (C) Password
 - (D) Voice
80. In which item can a password be used to protect?
- (A) Network
 - (B) File
 - (C) Folder
 - (D) All of the above
81. Which of the following applies to the implementation of an idea?
- (A) Copyright
 - (B) Intellectual property
 - (C) Patent
 - (D) Denial-of-service attack
82. Which of the following captures screen images?
- (A) Key logger
 - (B) Packet sniffer
 - (C) Log analysis tools
 - (D) Screen capture software

83. Which is used to identify mobile money?
- MCID
 - MMID
 - RSID
 - None of the above
84. Which is not a feature of e-commerce ?
- SCM
 - EDI
 - WWW
 - BPR
85. Digital signature is :
- A digital id, send as an attachment to a web page/e-mail/message
 - Used for verifying the attachments send using web
 - Both (A) and (B)
 - None of these
86. Which one of the following is also known as plastic money?
- Credit card
 - Debit card
 - Paper cash
 - All of the above
87. What are the most commonly used input devices today?
- Keyboard
 - Mouse
 - Both (A) and (B)
 - None of the above
88. Companies like Flipkart, Shopclues and Myntra belongs to the _____ Ecommerce (EC) segment.
- B2B
 - P2P
 - B2C
 - C2B
89. What is 'EOQ' in Inventory control?
- Economic Occuring Quantity
 - Economic Order Quantity
 - Economic Over Quantity
 - Economic of Quantity
90. E-commerce has _____ scope than E-Business or Digital Business.
- higher
 - wider
 - narrower
 - more
91. ESN stands for :
- Enterprise Special Networks
 - Enterprise Social Networks
 - Entrepreneur Social Networks
 - Essential Social Network
92. Collaboration 2.0 is also known as :
- Social Enterprise
 - Social Collaboration
 - Collaboration Commerce
 - Collaboration Media

93. 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
94. 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
95. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed as :
- (A) Hacking
(B) Cracking
(C) Dumpster diving
(D) Spoofing
96. Which will not harm computer resources ?
- (A) Firewall
(B) Virus
(C) Trojan horse
(D) None of the above
97. Which of the following is not a party of SCM?
- (A) Suppliers
(B) Manufacturers
(C) Distributors
(D) Customers
98. Web pages are prepared using their language as :
- (A) html
(B) ftp
(C) http
(D) None of these
99. A web page is transferred to user's computer through :
- (A) html
(B) ftp
(C) http
(D) None of these
100. 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

Rough Work / रफ कार्य

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.

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 & 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.

Impt. 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.

सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।

6. सभी उत्तर केवल ओ०एम०आर० 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. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।

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 में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, 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।

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

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