

Roll No.-----

<b>Paper Code</b>		
<b>3</b>	<b>5</b>	<b>9</b>
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series

**A**

## BBA (Sixth Semester) Examination, July-2022

### BBA-606(N)

### Fundamentals of E-Commerce

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-359**
- निर्देश : –
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
  2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
  3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
  4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
  5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
  6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
  7. निगेटिव मार्किंग नहीं है।
- 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 कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।



1. E-Commerce involves exchange of information through\_\_\_\_\_.
  - (A) Mobile
  - (B) Laptop
  - (C) Internet
  - (D) None
2. In E-Commerce 'E' refers to\_\_\_\_\_.
  - (A) Email
  - (B) Electronic
  - (C) Internet
  - (D) None
3. \_\_\_\_\_ is not one of the perspectives of ecommerce.
  - (A) Communication
  - (B) Business
  - (C) Offline
  - (D) Businessman
4. \_\_\_\_\_ are one of the perspectives of ecommerce.
  - (A) Service
  - (B) Business
  - (C) Online
  - (D) All of these
5. Brick n mortar refers to \_\_\_\_\_.
  - (A) Online store
  - (B) Website
  - (C) Cloud
  - (D) Off line store

6. Full form of Email is-
- (A) Electrical mail
  - (B) Electronic mail
  - (C) Employee mail
  - (D) Electric mail
7. EBB means Electronic \_\_\_\_\_ Board.
- (A) Business
  - (B) Bulletin
  - (C) Bureau
  - (D) None of these
8. Full form of EFT is \_\_\_\_\_.
- (A) Electronic fact transfer
  - (B) Electronic fund transfer
  - (C) Both
  - (D) None
9. Full form of EDI is-
- (A) Electrical Data Interchange
  - (B) Electrical Data Interface
  - (C) Electronic Data Interchange
  - (D) Electrical Digital Interchange
10. ATM with-drawls are an example of \_\_\_\_\_.
- (A) ETI
  - (B) EDI
  - (C) EPI
  - (D) EBI

11. Full form of ATM is \_\_\_\_\_.
- (A) Automatic Teller Machine
  - (B) Atomic Teller Machine
  - (C) Automated Teller Machine
  - (D) None of these
12. EDI is not based on-
- (A) Standards
  - (B) Computer
  - (C) Human Intervention
  - (D) None of these
13. EBB is also called as \_\_\_\_\_ way of sharing information.
- (A) Public
  - (B) Private
  - (C) Both
  - (D) None
14. Email is also called as \_\_\_\_\_ way of sharing information.
- (A) Public
  - (B) Private
  - (C) Both
  - (D) None
15. EFT does not include \_\_\_\_\_ based exchange of money.
- (A) Digital
  - (B) Paper
  - (C) Both
  - (D) None

16. The features of E-Commerce are\_\_\_\_\_.
- (A) Support
  - (B) 24x7 availability
  - (C) Non Cash Payment
  - (D) All of the above
17. One of the disadvantage of E-Commerce is\_\_\_\_\_.
- (A) Support
  - (B) Lack of personal touch
  - (C) 24x7 Access
  - (D) All of the above
18. The infrastructural requirement for E-Commerce include\_\_\_\_\_.
- (A) Tele-communication
  - (B) Digital Devices
  - (C) Connectivity
  - (D) All of the above
19. G2B refers to \_\_\_\_\_.
- (A) Govt. to Business
  - (B) Governor to Business
  - (C) Govt. to Bureaucrat
  - (D) None of these
20. C2C refers to \_\_\_\_\_.
- (A) Class to Class
  - (B) Consumer to Consumer
  - (C) City to City
  - (D) None of these

21. \_\_\_\_\_ is an electronic communication network around the world.
- (A) Network
  - (B) Digital
  - (C) Internet
  - (D) None of these
22. Internet is a \_\_\_\_\_ wide area network.
- (A) Local
  - (B) Global
  - (C) Value
  - (D) None of these
23. Internet uses wide set of communication \_\_\_\_\_.
- (A) Experiment
  - (B) Survey
  - (C) Protocols
  - (D) None of these
24. ARPA in year 1960 initiated \_\_\_\_\_ as an experiment.
- (A) Email
  - (B) Internet
  - (C) ATM
  - (D) None of these
25. Internet is use for-
- (A) Exploration
  - (B) Communication
  - (C) Connecting
  - (D) All of these

26. What is TCP/IP ?
- (A) Mail
  - (B) Online store
  - (C) Protocol
  - (D) None of these
27. Full form of IP is-
- (A) Internet pack
  - (B) Internet protocol
  - (C) Internet payment
  - (D) None of these
28. Full form of www is-
- (A) World wide web
  - (B) Web world wide
  - (C) World web wide
  - (D) None of these
29. Full form of HTML is-
- (A) Hypertext Max up Language
  - (B) Hypertext Markup Language
  - (C) Hypertext Massive Language
  - (D) None the these
30. HTML supports-
- (A) Picture
  - (B) Audio
  - (C) Video
  - (D) All of these

31. AV means \_\_\_\_\_.
- (A) Audio
  - (B) Visual
  - (C) Both (A) & (B)
  - (D) None of these
32. FTP refers to \_\_\_\_\_.
- (A) File tracking
  - (B) File transfer protocol
  - (C) File folder
  - (D) None of these
33. FTP uses \_\_\_\_\_ for communication.
- (A) Input
  - (B) Output
  - (C) Ports
  - (D) None
34. Data cable, modem, switch router are related to-
- (A) Computer
  - (B) Mobile
  - (C) Network
  - (D) None
35. An open protocol standard is also referred as \_\_\_\_\_.
- (A) EDI
  - (B) FTP
  - (C) TCP
  - (D) None

36. Full form of TCP is-
- (A) Technical Control protocol
  - (B) Transmission Control Protocol
  - (C) Tele Control Protocols
  - (D) None
37. Operating software is an interface between user and\_\_\_\_\_.
- (A) Computer
  - (B) Website
  - (C) Web Service
  - (D) None
38. Intranet is a private network?
- (A) True
  - (B) False
  - (C) Can't say
  - (D) None
39. Full form of VAN is-
- (A) Value added network
  - (B) Variable area network
  - (C) Both
  - (D) None of these
40. Full form of WAN is-
- (A) Value added network
  - (B) Wide area network
  - (C) Working area network
  - (D) None of these

41. Which of the following model help in e-governance?
- (A) C2G
  - (B) G2C
  - (C) B2G
  - (D) None
42. 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
43. The E-Commerce platform should provide facility for transaction for \_\_\_\_\_ electronic payment.
- (A) Unprotected
  - (B) Secure
  - (C) Unsafe
  - (D) Uncontrolled
44. 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
45. After placing an order, the buyer is provided \_\_\_\_\_ for tracking the progress of shipment till delivery.
- (A) Waybill number
  - (B) Postal registration number
  - (C) Consignment tracking ID
  - (D) Any one of these

46. Which will not harm computer resources?
- (A) Firewall
  - (B) Virus
  - (C) Trojan horse
  - (D) None of the above
47. After ordering a product, the buyer might\_\_\_\_\_ the product, which will result in unnecessary transport expense to the seller.
- (A) Fail to pay for
  - (B) Reject
  - (C) Find defects in
  - (D) All of them
48. 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
49. During transit, a product might\_\_\_\_\_, which will result in customer dissatisfaction.
- (A) Get damaged
  - (B) Get broken
  - (C) Be affected by excess light/radiation
  - (D) All of them
50. Description of a product by the seller might\_\_\_\_\_, which will result in customer dissatisfaction.
- (A) Not match the product
  - (B) Be insufficient
  - (C) Hide certain defects
  - (D) All of them

51. What is a model of a proposed product, service, or system?
- (A) Prototyping
  - (B) Prototype
  - (C) Proof-of-concept prototype
  - (D) Selling prototype
52. 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
53. 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
54. 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

55. The geographical domain of business of an E-Commerce platform is called \_\_\_\_\_ of the platform.
- (A) Length
  - (B) Height
  - (C) Scope
  - (D) Sales
56. E-Commerce platforms like Snapdeal, Flipkart, Shopclues, etc. have \_\_\_\_\_ scope of business.
- (A) National
  - (B) Local
  - (C) Global
  - (D) None of them
57. If you need to transfer money to another person via the internet, which of the following methods could you use?
- (A) Financial cybermediary
  - (B) Electronic check
  - (C) Electronic bill presentment and payment
  - (D) All of the above
58. E-Commerce may be carried out using modes-
- (A) SMS/ phone conversation
  - (B) Web
  - (C) Email
  - (D) All of them
59. Which of the following authenticates and handles credit card payment for E-Commerce?
- (A) Payment gateway
  - (B) E-Commerce gateway
  - (C) Software gateway
  - (D) E-Wallets

60. Which is the process of ensuring the data, transactions, communication or documents are genuine?
- (A) Availability
  - (B) Integrity
  - (C) Authenticity
  - (D) Confidentiality
61. Which is the set of rules that limits access to information?
- (A) Availability
  - (B) Integrity
  - (C) Authenticity
  - (D) Confidentiality
62. Which refers to paying the money back to the buyer after the price has been deducted from the account?
- (A) Refund
  - (B) Return
  - (C) Deduction
  - (D) Charge base
63. Which is the function of specifying access rights to resources related to information security?
- (A) OTP
  - (B) Pin
  - (C) Authorization
  - (D) Passcode
64. 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

65. Amazon.com is well-known for which e-commerce marketing technique?
- (A) Banner ads
  - (B) Pop-up ads
  - (C) Affiliate programs
  - (D) Viral marketing
66. Which of the following refers to creating products tailored to individual customers?
- (A) Customization
  - (B) Aggregation
  - (C) Direct materials
  - (D) Reverse auction
67. A business competing in a competing environment must focus on which of the following?
- (A) Price
  - (B) Ease/speed of delivery
  - (C) Ease of ordering
  - (D) All of the above
68. 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
69. Which of the following is not related to security mechanism?
- (A) Encryption
  - (B) Decryption
  - (C) E-cash
  - (D) All of the above

70. Which of the following is a useful security mechanism when considering business strategy and IT?
- (A) Encryption
  - (B) Decryption
  - (C) Firewall
  - (D) All of the above
71. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
- (A) Customer relationship management systems cards
  - (B) E-government identity cards
  - (C) FEDI cards
  - (D) Smart cards
72. Which is the model in E-Commerce, if the seller is an individual and the buyer is a business firm?
- (A) Consumer to Business
  - (B) Business to Consumer
  - (C) Business to Business
  - (D) Consumer to Consumer
73. Which type of attack is a method of defeating a cryptographic scheme of trying a large number of possibilities?
- (A) Teardrop attack
  - (B) Brute force attack
  - (C) Phlashing
  - (D) Smurf attack

74. Which type E-Commerce is tenders and submission of application?
- (A) b2b
  - (B) b2c
  - (C) g2c
  - (D) g2b
75. Digital Cash has following characteristic-
- (A) Anonymity
  - (B) Security
  - (C) Confidentiality
  - (D) All of the above
76. What is the percentage of customers who visit a website and actually buy something?
- (A) Affiliate Program
  - (B) Click-through
  - (C) Spam
  - (D) Conversion rate
77. Which one is not a layer of E-Commerce infrastructure?
- (A) Physical Layer
  - (B) Product Layer
  - (C) Service Layer
  - (D) None
78. 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

79. Which term represents a count 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
80. 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
81. Which type deals with auction?
- (A) B2B
  - (B) B2C
  - (C) C2C
  - (D) C2B
82. What is Cyber Security?
- (A) Cyber Security provides security against malware
  - (B) Cyber Security provides security against cyber-terrorists
  - (C) Cyber Security protects a system from cyber attacks
  - (D) All of these
83. What does cyber security protect?
- (A) Cyber security protects criminals
  - (B) Cyber security protects internet-connected systems
  - (C) Cyber security protects hackers
  - (D) None of these

84. Which of the following is defined as an attempt to steal, spy, damage or destroy computer systems, networks, or their associated information?
- (A) Cyber attack
  - (B) Computer security
  - (C) Cryptography
  - (D) Digital hacking
85. Which of the following is a type of cyber security?
- (A) Cloud Security
  - (B) Network Security
  - (C) Application Security
  - (D) All of the above
86. Which of the following is not a cybercrime?
- (A) Denial of service
  - (B) Man in the Middle
  - (C) Malware
  - (D) Advanced Encryption Standard
87. Which of the following is a type of cyber-attack?
- (A) Phishing
  - (B) SQL Injections
  - (C) Password Attack
  - (D) All of the above
88. Which of the following is the hacking approach where cyber-criminals design fake websites or pages for tricking or gaining additional traffic?
- (A) Pharming
  - (B) Website-Duplication
  - (C) Mimicking
  - (D) Spamming

89. What is the existence of weakness in a system or network is known as?
- (A) Attack
  - (B) Exploit
  - (C) Vulnerability
  - (D) Threat
90. Which of the following can diminish the chance of data leakage?
- (A) Steganography
  - (B) Chorography
  - (C) Cryptography
  - (D) Authentication
91. What is UN/EDIFACT?
- (A) Standard
  - (B) Mail
  - (C) Cyber-Threat
  - (D) Firewall
92. Elements in EDI can be compared to \_\_\_\_\_.
- (A) Word
  - (B) Sentence
  - (C) Paragraph
  - (D) None
93. Segments in EDI can be compared to \_\_\_\_\_.
- (A) Word
  - (B) Sentence
  - (C) Paragraph
  - (D) None
94. Transaction set in EDI can be compared to \_\_\_\_\_.
- (A) Word
  - (B) Sentence
  - (C) Paragraph
  - (D) None

95. The smallest component of EDI standard-
- (A) Transaction Set
  - (B) Segment
  - (C) Element
  - (D) None
96. Full form of SEO-
- (A) Search Engine Organisation
  - (B) Search Engine Optimisation
  - (C) Service Engine Optimisation
  - (D) None of these
97. Digital documents are recognized after passing the Act-
- (A) IP Act, 2000
  - (B) IT Act, 2000
  - (C) IC Act, 2000
  - (D) None of these
98. Objective of IT Act, 2000 are-
- (A) Recognition to digital documents
  - (B) Recognition to digital signature
  - (C) Facility digital filling of forms
  - (D) All of these
99. Full form of PKI is \_\_\_\_\_.
- (A) Public key Infrastructure
  - (B) Private key Infrastructure
  - (C) Any of these
  - (D) None of these
100. Full form of OTT is \_\_\_\_\_.
- (A) Over the telephone
  - (B) Over the top
  - (C) Over the Television
  - (D) None of these

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## **Rough Work / रफ कार्य**

**DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO**

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
  2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
  3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
  4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
  5. Please read all the instructions carefully before attempting anything on Answer Booklet (O.M.R ANSWER SHEET).
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