

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  
**B**

## 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. What is a model of a proposed product, service, or system?
  - (A) Prototyping
  - (B) Prototype
  - (C) Proof-of-concept prototype
  - (D) Selling prototype
  
2. 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
  
3. 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
  
4. 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

5. The geographical domain of business of an E-Commerce platform is called \_\_\_\_\_ of the platform.
- (A) Length
  - (B) Height
  - (C) Scope
  - (D) Sales
6. E-Commerce platforms like Snapdeal, Flipkart, Shopclues, etc. have \_\_\_\_\_ scope of business.
- (A) National
  - (B) Local
  - (C) Global
  - (D) None of them
7. 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
8. E-Commerce may be carried out using modes-
- (A) SMS/ phone conversation
  - (B) Web
  - (C) Email
  - (D) All of them
9. 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

10. Which is the process of ensuring the data, transactions, communication or documents are genuine?
  - (A) Availability
  - (B) Integrity
  - (C) Authenticity
  - (D) Confidentiality
11. Which is the set of rules that limits access to information?
  - (A) Availability
  - (B) Integrity
  - (C) Authenticity
  - (D) Confidentiality
12. 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
13. Which is the function of specifying access rights to resources related to information security?
  - (A) OTP
  - (B) Pin
  - (C) Authorization
  - (D) Passcode
14. 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

15. Amazon.com is well-known for which e-commerce marketing technique?
- (A) Banner ads
  - (B) Pop-up ads
  - (C) Affiliate programs
  - (D) Viral marketing
16. Which of the following refers to creating products tailored to individual customers?
- (A) Customization
  - (B) Aggregation
  - (C) Direct materials
  - (D) Reverse auction
17. 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
18. 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
19. Which of the following is not related to security mechanism?
- (A) Encryption
  - (B) Decryption
  - (C) E-cash
  - (D) All of the above

20. 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
21. 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
22. 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
23. 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

24. Which type E-Commerce is tenders and submission of application?
- (A) b2b
  - (B) b2c
  - (C) g2c
  - (D) g2b
25. Digital Cash has following characteristic-
- (A) Anonymity
  - (B) Security
  - (C) Confidentiality
  - (D) All of the above
26. 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
27. Which one is not a layer of E-Commerce infrastructure?
- (A) Physical Layer
  - (B) Product Layer
  - (C) Service Layer
  - (D) None
28. 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

29. 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
30. 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
31. Which type deals with auction?
- (A) B2B
  - (B) B2C
  - (C) C2C
  - (D) C2B
32. 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
33. 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

34. 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
35. Which of the following is a type of cyber security?
- (A) Cloud Security
  - (B) Network Security
  - (C) Application Security
  - (D) All of the above
36. Which of the following is not a cybercrime?
- (A) Denial of service
  - (B) Man in the Middle
  - (C) Malware
  - (D) Advanced Encryption Standard
37. Which of the following is a type of cyber-attack?
- (A) Phishing
  - (B) SQL Injections
  - (C) Password Attack
  - (D) All of the above
38. 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

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

45. The smallest component of EDI standard-
- (A) Transaction Set
  - (B) Segment
  - (C) Element
  - (D) None
46. Full form of SEO-
- (A) Search Engine Organisation
  - (B) Search Engine Optimisation
  - (C) Service Engine Optimisation
  - (D) None of these
47. Digital documents are recognized after passing the Act-
- (A) IP Act, 2000
  - (B) IT Act, 2000
  - (C) IC Act, 2000
  - (D) None of these
48. 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
49. Full form of PKI is \_\_\_\_\_.
- (A) Public key Infrastructure
  - (B) Private key Infrastructure
  - (C) Any of these
  - (D) None of these
50. Full form of OTT is \_\_\_\_\_.
- (A) Over the telephone
  - (B) Over the top
  - (C) Over the Television
  - (D) None of these

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

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

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

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

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

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

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

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

91. Which of the following model help in e-governance?
- (A) C2G
  - (B) G2C
  - (C) B2G
  - (D) None
92. 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
93. The E-Commerce platform should provide facility for transaction for \_\_\_\_\_ electronic payment.
- (A) Unprotected
  - (B) Secure
  - (C) Unsafe
  - (D) Uncontrolled
94. 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
95. 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

96. Which will not harm computer resources?
- (A) Firewall
  - (B) Virus
  - (C) Trojan horse
  - (D) None of the above
97. 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
98. 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
99. 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
100. 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

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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).
  6. After completion of examination, please hand over the O.M.R. SHEET to the Examiner before leaving the examination room.
  7. There is no negative marking.
- Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.