K-359

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

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, जिनमे से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने है। 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 प्वांइट 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 जॉच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभॉति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

1.   Full form of OTT is _____ .

(A) Over the telephone

(B) Over the top

(C) Over the Television

(D) None of these

2.   Full form of PKI is _____ .
(A) Public key Infrastructure
(B) Private key Infrastructure
(C) Any of these
(D) None of these

3.   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

4.   Digital documents are recognized after passing the Act-
(A) IP Act, 2000
(B) IT Act, 2000
(C) IC Act, 2000
(D) None of these

5.   Full form of SEO-

(A) Search Engine Organisation

(B) Search Engine Optimisation

(C) Service Engine Optimisation

(D) None of these

6.   The smallest component of EDI standard-

(A) Transaction Set

(B) Segment

(C) Element

(D) None

7.	Transaction set in EDI can be compared to _____ .

(A) Word

(B) Sentence

(C) Paragraph

(D) None

8.	Segments in EDI can be compared to_____ .

(A) Word

(B) Sentence

(C) Paragraph

(D) None

9.	Elements in EDI can be compared to _____ .

(A) Word

(B) Sentence

(C) Paragraph

(D) None

10.	What is UN/EDIFACT?

(A) Standard

(B) Mail

(C) Cyber-Threat

(D) Firewall

11.	Which of the following can diminish the chance of data leakage?

(A) Steganography

(B) Chorography

(C) Cryptography

(D) Authentication

12.	What is the existence of weakness in a system or network is known as?

(A) Attack

(B) Exploit

(C) Vulnerability

(D) Threat

13. 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

14. Which of the following is a type of cyber-attack?

(A) Phishing

(B) SQL Injections

(C) Password Attack

(D) All of the above

15. Which of the following is not a cybercrime?

(A) Denial of service

(B) Man in the Middle

(C) Malware

(D) Advanced Encryption Standard

16. Which of the following is a type of cyber security?

(A) Cloud Security

(B) Network Security

(C) Application Security

(D) All of the above

17. 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

18. 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

19. 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

20. Which type deals with auction?

   (A) B2B

   (B) B2C

   (C) C2C

   (D) C2B

21. 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

22. 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

23. 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

24. Which one is not a layer of E-Commerce infrastructure?

(A) Physical Layer

(B) Product Layer

(C) Service Layer

(D) None

25. 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

26. Digital Cash has following characteristic-

(A) Anonymity

(B) Security

(C) Confidentiality

(D) All of the above

27. Which type E-Commerce is tenders and submission of application?

(A) b2b

(B) b2c

(C) g2c

(D) g2b

28. 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

29. 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

30. 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

31. 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

32. Which of the following is not related to security mechanism?

(A) Encryption

(B) Decryption

(C) E-cash

(D) All of the above

33. 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

34. 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

35. Which of the following refers to creating products tailored to individual customers?

(A) Customization

(B) Aggregation

(C) Direct materials

(D) Reverse auction

36. Amazon.com is well-known for which e-commerce marketing technique?

(A) Banner ads

(B) Pop-up ads

(C) Affiliate programs

(D) Viral marketing

37. 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

38. Which is the function of specifying access rights to resources related to information security?

   (A) OTP

   (B) Pin

   (C) Authorization

   (D) Passcode

39. 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

40. Which is the set of rules that limits access to information?

   (A) Availability

   (B) Integrity

   (C) Authenticity

   (D) Confidentiality

41. Which is the process of ensuring the data, transactions, communication or documents are genuine?

   (A) Availability

   (B) Integrity

   (C) Authenticity

   (D) Confidentiality

42. 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

43. E-Commerce may be carried out using modes-

(A) SMS/ phone conversation

(B) Web

(C) Email

(D) All of them

44. 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

45. E-Commerce platforms like Snapdeal, Flipkart, Shopclues, etc. have _____ scope of business.

(A) National

(B) Local

(C) Global

(D) None of them

46. The geographical domain of business of an E-Commerce platform is called _____ of the platform.

(A) Length

(B) Height

(C) Scope

(D) Sales

47. 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

48. 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

49. 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

50. What is a model of a proposed product, service, or system?

(A) Prototyping

(B) Prototype

(C) Proof-of-concept prototype

(D) Selling prototype

51. 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

52. 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

53. 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

54. 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

55. Which will not harm computer resources?

   (A) Firewall

   (B) Virus

   (C) Trojan horse

   (D) None of the above

56. 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

57. 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

58. The E-Commerce platform should provide facility for transaction for_____ electronic payment.

    (A) Unprotected

    (B) Secure

    (C) Unsafe

    (D) Uncontrolled

59. 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

60. Which of the following model help in e-governance?

    (A) C2G

    (B) G2C

    (C) B2G

    (D) None

61. Full form of WAN is-

    (A) Value added network

    (B) Wide area network

    (C) Working area network

    (D) None of these

62. Full form of VAN is-

    (A) Value added network

    (B) Variable area network

    (C) Both

    (D) None of these

63. Intranet is a private network?

    (A) True

    (B) False

    (C) Can't say

    (D) None

64. Operating software is an interface between user and_____.

    (A) Computer

    (B) Website

    (C) Web Service

    (D) None

65. Full form of TCP is-

    (A) Technical Control protocol

    (B) Transmission Control Protocol

    (C) Tele Control Protocols

    (D) None

66. An open protocol standard is also referred as _____.

   (A) EDI

   (B) FTP

   (C) TCP

   (D) None

67. Data cable, modem, switch router are related to-

   (A) Computer

   (B) Mobile

   (C) Network

   (D) None

68. FTP uses_____ for communication.

   (A) Input

   (B) Output

   (C) Ports

   (D) None

69. FTP refers to _____.

   (A) File tracking

   (B) File transfer protocol

   (C) File folder

   (D) None of these

70. AV means _____.

   (A) Audio

   (B) Visual

   (C) Both (A) & (B)

   (D) None of these

71. HTML supports-

(A) Picture

(B) Audio

(C) Video

(D) All of these

72. Full form of HTML is-

(A) Hypertext Max up Language

(B) Hypertext Markup Language

(C) Hypertext Massive Language

(D) None the these

73. Full form of www is-

(A) World wide web

(B) Web world wide

(C) World web wide

(D) None of these

74. Full form of IP is-

(A) Internet pack

(B) Internet protocol

(C) Internet payment

(D) None of these

75. What is TCP/IP ?

(A) Mail

(B) Online store

(C) Protocol

(D) None of these

76. Internet is use for-

    (A) Exploration

    (B) Communication

    (C) Connecting

    (D) All of these

77. ARPA in year 1960 initiated _____ as an experiment.

    (A) Email

    (B) Internet

    (C) ATM

    (D) None of these

78. Internet uses wide set of communication _____.

    (A) Experiment

    (B) Survey

    (C) Protocols

    (D) None of these

79. Internet is a _____ wide area network.

    (A) Local

    (B) Global

    (C) Value

    (D) None of these

80. _____ is an electronic communication network around the world.

    (A) Network

    (B) Digital

    (C) Internet

    (D) None of these

81. C2C refers to _____.

(A) Class to Class

(B) Consumer to Consumer

(C) City to City

(D) None of these

82. G2B refers to _____.

(A) Govt. to Business

(B) Governor to Business

(C) Govt. to Bureaucrat

(D) None of these

83. The infrastructural requirement for E-Commerce include_____.

(A) Tele-communication

(B) Digital Devices

(C) Connectivity

(D) All of the above

84. One of the disadvantage of E-Commerce is_____.

(A) Support

(B) Lack of personal touch

(C) 24x7 Access

(D) All of the above

85. The features of E-Commerce are_____.

(A) Support

(B) 24x7 availability

(C) Non Cash Payment

(D) All of the above

86. EFT does not include_____ based exchange of money.

    (A) Digital

    (B) Paper

    (C) Both

    (D) None

87. Email is also called as_____ way of sharing information.

    (A) Public

    (B) Private

    (C) Both

    (D) None

88. EBB is also called as_____ way of sharing information.

    (A) Public

    (B) Private

    (C) Both

    (D) None

89. EDI is not based on-

    (A) Standards

    (B) Computer

    (C) Human Intervention

    (D) None of these

90. Full form of ATM is _____.

    (A) Automatic Teller Machine

    (B) Atomic Teller Machine

    (C) Automated Teller Machine

    (D) None of these

91. ATM with-drawls are an example of _____.

    (A) ETI

    (B) EDI

    (C) EPI

    (D) EBI

92. Full form of EDI is-

    (A) Electrical Data Interchange

    (B) Electrical Data Interface

    (C) Electronic Data Interchange

    (D) Electrical Digital Interchange

93. Full form of EFT is _____.

    (A) Electronic fact transfer

    (B) Electronic fund transfer

    (C) Both

    (D) None

94. EBB means Electronic _____ Board.

    (A) Business

    (B) Bulletin

    (C) Bureau

    (D) None of these

95. Full form of Email is-

    (A) Electrical mail

    (B) Electronic mail

    (C) Employee mail

    (D) Electric mail

96. Brick n mortar refers to _____.

   (A) Online store

   (B) Website

   (C) Cloud

   (D) Off line store

97. _____are one of the perspectives of ecommerce.

   (A) Service

   (B) Business

   (C) Online

   (D) All of these

98. _____is not one of the perspectives of ecommerce.

   (A) Communication

   (B) Business

   (C) Offline

   (D) Businessman

99. In E-Commerce 'E' refers to_____.

   (A) Email

   (B) Electronic

   (C) Internet

   (D) None

100. E-Commerce involves exchange of information through_____.

   (A) Mobile

   (B) Laptop

   (C) Internet

   (D) None

******

Rough Work / रफ कार्य

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