Roll No.----------------------

प्रश्नपुस्तिका क्रमांक
**Question Booklet No.**

O.M.R. Serial No. ☐☐☐☐☐☐☐☐

प्रश्नपुस्तिका सीरीज
**Question Booklet Series**

**D**

# 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, 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 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.  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

2.  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

3.  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

4.  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

5.  Which will not harm computer resources?

    (A) Firewall

    (B) Virus

    (C) Trojan horse

    (D) None of the above

6. 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

7. 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

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

   (A) Unprotected

   (B) Secure

   (C) Unsafe

   (D) Uncontrolled

9. 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

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

    (A) C2G

    (B) G2C

    (C) B2G

    (D) None

11.	Full form of WAN is-

   (A) Value added network

   (B) Wide area network

   (C) Working area network

   (D) None of these

12.	Full form of VAN is-

   (A) Value added network

   (B) Variable area network

   (C) Both

   (D) None of these

13.	Intranet is a private network?

   (A) True

   (B) False

   (C) Can't say

   (D) None

14.	Operating software is an interface between user and_____.

   (A) Computer

   (B) Website

   (C) Web Service

   (D) None

15.	Full form of TCP is-

   (A) Technical Control protocol

   (B) Transmission Control Protocol

   (C) Tele Control Protocols

   (D) None

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

    (A) EDI

    (B) FTP

    (C) TCP

    (D) None

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

    (A) Computer

    (B) Mobile

    (C) Network

    (D) None

18. FTP uses_____ for communication.

    (A) Input

    (B) Output

    (C) Ports

    (D) None

19. FTP refers to _____.

    (A) File tracking

    (B) File transfer protocol

    (C) File folder

    (D) None of these

20. AV means _____.

    (A) Audio

    (B) Visual

    (C) Both (A) & (B)

    (D) None of these

21. HTML supports-

   (A) Picture

   (B) Audio

   (C) Video

   (D) All of these

22. Full form of HTML is-

   (A) Hypertext Max up Language

   (B) Hypertext Markup Language

   (C) Hypertext Massive Language

   (D) None the these

23. Full form of www is-

   (A) World wide web

   (B) Web world wide

   (C) World web wide

   (D) None of these

24. Full form of IP is-

   (A) Internet pack

   (B) Internet protocol

   (C) Internet payment

   (D) None of these

25. What is TCP/IP ?

   (A) Mail

   (B) Online store

   (C) Protocol

   (D) None of these

26.  Internet is use for-

   (A)  Exploration

   (B)  Communication

   (C)  Connecting

   (D)  All of these

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

   (A)  Email

   (B)  Internet

   (C)  ATM

   (D)  None of these

28.  Internet uses wide set of communication _____.

   (A)  Experiment

   (B)  Survey

   (C)  Protocols

   (D)  None of these

29.  Internet is a _____ wide area network.

   (A)  Local

   (B)  Global

   (C)  Value

   (D)  None of these

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

   (A)  Network

   (B)  Digital

   (C)  Internet

   (D)  None of these

31.    C2C refers to _____.

(A) Class to Class

(B) Consumer to Consumer

(C) City to City

(D) None of these

32.    G2B refers to _____.

(A) Govt. to Business

(B) Governor to Business

(C) Govt. to Bureaucrat

(D) None of these

33.    The infrastructural requirement for E-Commerce include_____.

(A) Tele-communication

(B) Digital Devices

(C) Connectivity

(D) All of the above

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

(A) Support

(B) Lack of personal touch

(C) 24x7 Access

(D) All of the above

35.    The features of E-Commerce are_____.

(A) Support

(B) 24x7 availability

(C) Non Cash Payment

(D) All of the above

36. EFT does not include_____ based exchange of money.

(A) Digital

(B) Paper

(C) Both

(D) None

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

(A) Public

(B) Private

(C) Both

(D) None

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

(A) Public

(B) Private

(C) Both

(D) None

39. EDI is not based on-

(A) Standards

(B) Computer

(C) Human Intervention

(D) None of these

40. Full form of ATM is _____.

(A) Automatic Teller Machine

(B) Atomic Teller Machine

(C) Automated Teller Machine

(D) None of these

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

    (A) ETI

    (B) EDI

    (C) EPI

    (D) EBI

42. Full form of EDI is-

    (A) Electrical Data Interchange

    (B) Electrical Data Interface

    (C) Electronic Data Interchange

    (D) Electrical Digital Interchange

43. Full form of EFT is _____.

    (A) Electronic fact transfer

    (B) Electronic fund transfer

    (C) Both

    (D) None

44. EBB means Electronic _____ Board.

    (A) Business

    (B) Bulletin

    (C) Bureau

    (D) None of these

45. Full form of Email is-

    (A) Electrical mail

    (B) Electronic mail

    (C) Employee mail

    (D) Electric mail

46. Brick n mortar refers to _____ .

   (A) Online store

   (B) Website

   (C) Cloud

   (D) Off line store

47. _____ are one of the perspectives of ecommerce.

   (A) Service

   (B) Business

   (C) Online

   (D) All of these

48. _____ is not one of the perspectives of ecommerce.

   (A) Communication

   (B) Business

   (C) Offline

   (D) Businessman

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

   (A) Email

   (B) Electronic

   (C) Internet

   (D) None

50. E-Commerce involves exchange of information through_____ .

   (A) Mobile

   (B) Laptop

   (C) Internet

   (D) None

51. Full form of OTT is _____ .

(A) Over the telephone

(B) Over the top

(C) Over the Television

(D) None of these

52. Full form of PKI is _____ .

(A) Public key Infrastructure

(B) Private key Infrastructure

(C) Any of these

(D) None of these

53. 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

54. Digital documents are recognized after passing the Act-

(A) IP Act, 2000

(B) IT Act, 2000

(C) IC Act, 2000

(D) None of these

55. Full form of SEO-

(A) Search Engine Organisation

(B) Search Engine Optimisation

(C) Service Engine Optimisation

(D) None of these

56. The smallest component of EDI standard-

(A) Transaction Set

(B) Segment

(C) Element

(D) None

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

    (A) Word

    (B) Sentence

    (C) Paragraph

    (D) None

58. Segments in EDI can be compared to_____ .

    (A) Word

    (B) Sentence

    (C) Paragraph

    (D) None

59. Elements in EDI can be compared to _____ .

    (A) Word

    (B) Sentence

    (C) Paragraph

    (D) None

60. What is UN/EDIFACT?

    (A) Standard

    (B) Mail

    (C) Cyber-Threat

    (D) Firewall

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

    (A) Steganography

    (B) Chorography

    (C) Cryptography

    (D) Authentication

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

    (A) Attack

    (B) Exploit

    (C) Vulnerability

    (D) Threat

63. 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

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

(A) Phishing

(B) SQL Injections

(C) Password Attack

(D) All of the above

65. Which of the following is not a cybercrime?

(A) Denial of service

(B) Man in the Middle

(C) Malware

(D) Advanced Encryption Standard

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

(A) Cloud Security

(B) Network Security

(C) Application Security

(D) All of the above

67. 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

68. 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

69. 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

70. Which type deals with auction?

(A) B2B

(B) B2C

(C) C2C

(D) C2B

71. 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

72. 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

73. 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

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

(A) Physical Layer

(B) Product Layer

(C) Service Layer

(D) None

75. 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

76. Digital Cash has following characteristic-

(A) Anonymity

(B) Security

(C) Confidentiality

(D) All of the above

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

(A) b2b

(B) b2c

(C) g2c

(D) g2b

78. 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

79. 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

80. 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

81. 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

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

(A) Encryption

(B) Decryption

(C) E-cash

(D) All of the above

83. 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

84. 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

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

(A) Customization

(B) Aggregation

(C) Direct materials

(D) Reverse auction

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

(A) Banner ads

(B) Pop-up ads

(C) Affiliate programs

(D) Viral marketing

87. 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

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

   (A) OTP

   (B) Pin

   (C) Authorization

   (D) Passcode

89. 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

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

   (A) Availability

   (B) Integrity

   (C) Authenticity

   (D) Confidentiality

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

   (A) Availability

   (B) Integrity

   (C) Authenticity

   (D) Confidentiality

92. 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

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

(A) SMS/ phone conversation

(B) Web

(C) Email

(D) All of them

94. 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

95. E-Commerce platforms like Snapdeal, Flipkart, Shopclues, etc. have _____scope of business.

(A) National

(B) Local

(C) Global

(D) None of them

96. The geographical domain of business of an E-Commerce platform is called _____of the platform.

(A) Length

(B) Height

(C) Scope

(D) Sales

97. 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

98. 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

99. 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

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

(A) Prototyping

(B) Prototype

(C) Proof-of-concept prototype

(D) Selling prototype

**\*\*\*\*\*\***

**Rough Work / रफ कार्य**

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