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Paper Code		
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प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series

A

BCA (Sixth Semester) Examination, July-2022

BCA-603(N)

E-Commerce

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-379**
- निर्देश : -
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरे, 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 stands for _____.
 - (A) Electrical Commerce
 - (B) Electronic Commerce
 - (C) Entertainment Commerce
 - (D) Electro Chemical Commerce

2. OLX is an example of _____ E-commerce segment.
 - (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C

3. _____ is NOT a function of E commerce.
 - (A) Warehouse
 - (B) Finance
 - (C) Marketing
 - (D) None of the above

4. _____ is a system of interconnected electronic components or circuits.
 - (A) Marketplaces
 - (B) Metamarkets
 - (C) Electronic Markets
 - (D) Electronic Network

5. All electronically mediated information exchanges are known as _____.
 - (A) E-Business
 - (B) E-Commerce
 - (C) Digital Business
 - (D) None of the above

6. The dimension of e-commerce that enables commerce across National boundaries:
- (A) Interactivity
 - (B) Global Reach
 - (C) Richness
 - (D) Equility
7. 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
8. _____ refers to e-commerce transactions delivered via social media.
- (A) Social Network
 - (B) Social Commerce
 - (C) Social Business
 - (D) (B) & (C)
9. Social Networking is _____.
- (A) Group-Centric
 - (B) Individual-Centric
 - (C) Organization-Centric
 - (D) Society-centric
10. _____ type of E-Commerce has trade and transaction dealings between business establishments.
- (A) Business to Customer
 - (B) Peer to Peer
 - (C) Business to Business
 - (D) Customer to Customer

11. Companies like Flipkart, Shopclues and Myntra belongs to the _____ E-commerce (EC) segment.
- (A) B2B
 - (B) P2P
 - (C) B2C
 - (D) C2B
12. Digital products are best suited for B2C e-commerce because they:
- (A) Are commodity like product
 - (B) Can be mass-customized
 - (C) Can be delivered at the time of purchase
 - (D) All of the above
13. Business model solution is related with:
- (A) SCM
 - (B) EDI
 - (C) ERP
 - (D) None of these
14. The percentage of customer who visit a website and actively by some thing is defined?
- (A) Spam
 - (B) Mail
 - (C) Conversion rate
 - (D) Click
15. What are materials used in production in a manufacturing company?
- (A) Direct Material
 - (B) Indirect Material
 - (C) EDI
 - (D) None of these

16. Which form of e-market place brings together buyer and sellers from the same industry?
- (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
17. Which type deals with auction?
- (A) b2b
 - (B) b2c
 - (C) c2b
 - (D) c2c
18. The best products to sell in B2C e-commerce are:
- (A) Small products
 - (B) Digital products
 - (C) Specialty products
 - (D) Fresh product
19. What are ballpoint pens purchased by a clothing company?
- (A) Direct materials
 - (B) Indirect materials
 - (C) Edi
 - (D) None of the above
20. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
- (A) b2b
 - (B) b2c
 - (C) c2b
 - (D) c2c

21. Unique value auction is mainly applies to?
- (A) New products
 - (B) Second hand products
 - (C) Engineering products
 - (D) None of the above
22. 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
23. Which of the following is not related to security mechanism?
- (A) Encryption
 - (B) Decryption
 - (C) E-cash
 - (D) All of the above
24. How the transactions occur in e-commerce?
- (A) Using e-medias
 - (B) Using computers only
 - (C) Using mobile phones only
 - (D) None of the above
25. 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

26. 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
27. A combination of software and information designed to provide security and information for payment is called a what?
- (A) Digital wallet
 - (B) Pop up ad
 - (C) Shopping cart
 - (D) Encryption
28. 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
29. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used 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

30. 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
31. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?
- (A) Hacking
 - (B) Cracking
 - (C) Dumpster diving
 - (D) Spoofing
32. Which will not harm computer resources?
- (A) Firewall
 - (B) Virus
 - (C) Trojan horse
 - (D) None of the above
33. 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
34. Which process can prevent data from lose due to computer problems or human errors?
- (A) Backup
 - (B) Recovery
 - (C) Benchmarking
 - (D) Data cleansing

35. Who protects system from external threats?
- (A) Firewall
 - (B) Edi
 - (C) Erp
 - (D) Script kiddies
36. What floods a Web site with so many requests for service that it slows down or crashes?
- (A) Computer virus
 - (B) Worm
 - (C) Denial-of service attack
 - (D) None of the above
37. Which of the following is not a party of SCM?
- (A) Suppliers
 - (B) Manufacturers
 - (C) Distributors
 - (D) Customers
38. Which among the following is not a user of B2C E-commerce?
- (A) Manufacturers
 - (B) Distributors
 - (C) Publishers
 - (D) None
39. Web pages are prepared using their language as _____.
- (A) html
 - (B) ftp
 - (C) http
 - (D) None of these
40. A web page is transferred to users computer through _____.
- (A) html
 - (B) ftp
 - (C) http
 - (D) None of these

41. _____ is a global web in which millions of users are communicating with each other with the help of computers.
- (A) Internet
 - (B) WWW
 - (C) Both of these
 - (D) None of these
42. This is a protocol which allows files to be transferred from one computer to another computer:
- (A) tcp/ip
 - (B) ftp
 - (C) http
 - (D) None of these
43. _____ encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
- (A) ssl
 - (B) set
 - (C) Both of these
 - (D) None of these
44. SET means _____.
- (A) Standard electronic technology
 - (B) Standard electronic transfer
 - (C) Secure electronic transaction
 - (D) None of these
45. To accept a credit card for payment, we have to open a _____ account with our bank.
- (A) Savings bank
 - (B) Current account
 - (C) merchant account
 - (D) Any of these

46. _____ 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
47. 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
48. _____ is a person who breaks in or trespasses a computer system.
- (A) Hacker
 - (B) Snooper
 - (C) Operator
 - (D) Spoofer
49. Trade mark, copyright, patent law etc. comes under the purview of _____.
- (A) Data protection
 - (B) Telecommunication laws
 - (C) Intellectual property laws
 - (D) None
50. _____ is a form of supply chain where a series of assembly operations are carried out to obtain the final product.
- (A) Converging supply chain
 - (B) Diverging supply chain
 - (C) Any of these
 - (D) None

51. "Google" is one of the most popular _____.
- (A) Portal
 - (B) Browser
 - (C) Search engine
 - (D) None of these
52. 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
53. A security plan begins with a(n) is _____.
- (A) Security policy
 - (B) Risk assessment
 - (C) Implementation plan
 - (D) Security organization
54. E-commerce technologies have improved upon traditional commerce technologies in _____.
- (A) Richness
 - (B) Reach
 - (C) Both richness and reach
 - (D) Neither richness nor reach
55. _____ means converting unreadable text to readable text.
- (A) Conversion
 - (B) Decryption
 - (C) Encryption
 - (D) Decoding

56. _____ changes URL from http to https.
- (A) ssl
 - (B) set
 - (C) E-commerce
 - (D) M-commerce
57. Identify the identity of a person or entity with whom you are dealing on Internet is known as _____.
- (A) Integrity
 - (B) Authenticity
 - (C) Authorisation
 - (D) None of these
58. _____ allows you paperless transaction.
- (A) Edi
 - (B) Electronic market
 - (C) E-commerce
 - (D) Internet commerce
59. _____ means converting plain text to cipher text.
- (A) Encryption
 - (B) Decryption
 - (C) Conversion
 - (D) De-conversion
60. The term ISP refers to:
- (A) internet software protocol
 - (B) International shareware pool
 - (C) Internet service provider
 - (D) Interface standard protocol

61. _____ is an application of smart card.
- (A) ATM
 - (B) Telecommunication
 - (C) Transportation
 - (D) None of the above
62. EFT is a computer based system:
- (A) True
 - (B) False
 - (C) None
 - (D) All
63. The way to hide digital information is through _____.
- (A) Cryptography
 - (B) Digital certificate
 - (C) Digital signature
 - (D) None of the above
64. Which model of E-commerce deals with virtual auction?
- (A) Aggregator Model
 - (B) Info-mediary model
 - (C) Community Model
 - (D) Brokerage Model
65. The _____ is the multimedia interface to resources available on the Internet.
- (A) Web
 - (B) ISP
 - (C) Browser
 - (D) URL

66. The multimedia interface to the resources available on the Net is called the:
- (A) World Wide Web
 - (B) Internet
 - (C) GUI interface
 - (D) Server
67. The purpose of supply chain management is:
- (A) Provide customer
 - (B) Improve quality of a product
 - (C) Integrating supply and demand
 - (D) Increase production
68. Which of the following examines information passing through switches, hubs or routers?
- (A) Key logger
 - (B) Packet sniffer
 - (C) Log analysis tools
 - (D) Screen captures
69. Promotion of products in E-commerce can be done by:
- (A) Social media
 - (B) Online ads
 - (C) Blog
 - (D) All of the mentioned
70. In Porter's Five Forces, the 'threat of new entrants' relates to:
- (A) Barriers to entry
 - (B) Substitutes
 - (C) Switching costs
 - (D) Buyer power

71. Which of the following is true for supply chain management?
- (A) The Physical material moves in the direction
 - (B) Flow of cash backwards through the chain
 - (C) Exchange of information moves in both the
 - (D) All of the above
72. Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?
- (A) Business to Business
 - (B) Business to Government
 - (C) Consumer to Business
 - (D) Business to Consumer
73. A strategy that is designed by businesses to compete in all markets around the world is referred to as _____ strategy.
- (A) Cost
 - (B) Differentiated
 - (C) Focus
 - (D) Scope
74. A problem statement must be:
- (A) Clear and concise description of the issue
 - (B) Infeasible to everyone
 - (C) Lengthy
 - (D) All of the above
75. What is the second stage in decision making?
- (A) Observe
 - (B) Act
 - (C) Orient
 - (D) Decide

76. Public administration is the study of:
- (A) Maintenance of Law and Order
 - (B) Control of trade and commerce
 - (C) Public Policy implementation
 - (D) Politico-administrative dynamics of the state
77. 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
78. The function of purchasing inputs used in the firm's value chain is:
- (A) Operations
 - (B) Procurement
 - (C) Firm infrastructure
 - (D) Inbound logistics
79. Michael Porter (1985) identified six stages in the analysis of a business organization's value proposition which are supported by the organization's infrastructure, what answer best describes an organizations 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

80. Organization's suppliers value chains are known as:
- (A) Upstream value chain
 - (B) Downstream value chain
 - (C) Suppliers
 - (D) None of these
81. At _____ level, the decisions are made with long-term objectives, (Pick the right option).
- (A) Performance
 - (B) Strategic
 - (C) Tactical
 - (D) Operational
82. Moving goods from producer to the distributor is called as:
- (A) Downstream
 - (B) Upstream
 - (C) Horizontal stream
 - (D) None of these
83. Proper inventory can save the _____.
- (A) The cost
 - (B) Labours
 - (C) Space
 - (D) All the above
84. _____ plays important role in supply chain management.
- (A) Finance
 - (B) Marketing
 - (C) Information system
 - (D) None of these

85. In the today's competition world every organization want give proper service to the customers with the help of _____.
- (A) Supply chain management
 - (B) Retail management
 - (C) Sales management
 - (D) None of these
86. A moving belt is used in assembly unit for _____.
- (A) Material handling
 - (B) Retail management
 - (C) Sales management
 - (D) None of these
87. Transportation services also called as _____.
- (A) Financial
 - (B) Marketing
 - (C) Logistics
 - (D) None of these
88. Reduction in wastage order affected units can reduce _____ of production.
- (A) Efforts
 - (B) Cost
 - (C) Design
 - (D) Nature
89. "Quality is defined by the customer" is:
- (A) An unrealistic definition of quality
 - (B) a user based definition of quality
 - (C) A manufacturing-based definition of quality
 - (D) A product based definition of quality

90. 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
91. Efficiency is defined by:
- (A) Actual output divided by design capacity
 - (B) Capacity divided by utilization
 - (C) Effective capacity divided by actual output
 - (D) Actual output divided effective capacity
92. Selecting suppliers and purchasing items is called _____.
- (A) Negotiation
 - (B) Procurement
 - (C) Contracting
 - (D) Selection
93. 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
94. which of the following statements is true?
- (A) Trademark registrations can be renewed for an unlimited number of ten year periods
 - (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

95. A company wishes to ensure that no one else can use their logo:
- (A) Copyrights
 - (B) Trade mark
 - (C) Patent
 - (D) Industrial designs
96. 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
97. 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
98. 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
99. How might 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
100. All electronically mediated information exchanges are known as _____.
- (A) E-Business
 - (B) E-Commerce
 - (C) Digital Business
 - (D) None of the above

Rough Work / रफ कार्य

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