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प्रश्नपुस्तिका क्रमांक
Question Booklet No.

प्रश्नपुस्तिका सीरीज
Question Booklet Series

B

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 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. "Google" is one of the most popular _____.

   (A) Portal

   (B) Browser

   (C) Search engine

   (D) None of these

2. 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

3. A security plan begins with a(n) is _____.

   (A) Security policy

   (B) Risk assessment

   (C) Implementation plan

   (D) Security organization

4. E-commerce technologies have improved upon traditional commerce technologies in _____.

   (A) Richness

   (B) Reach

   (C) Both richness and reach

   (D) Neither richness nor reach

5. _____ means converting unreadable text to readable text.

   (A) Conversion

   (B) Decryption

   (C) Encryption

   (D) Decoding

6. _____ changes URL from http to https.

   (A) ssl

   (B) set

   (C) E-commerce

   (D) M-commerce

7. 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

8. _____ allows you paperless transaction.

   (A) Edi

   (B) Electronic market

   (C) E-commerce

   (D) Internet commerce

9. _____ means converting plain text to cipher text.

   (A) Encryption

   (B) Decryption

   (C) Conversion

   (D) De-conversion

10. The term ISP refers to:

    (A) internet software protocol

    (B) International shareware pool

    (C) Internet service provider

    (D) Interface standard protocol

11. _____ is an application of smart card.

   (A) ATM

   (B) Telecommunication

   (C) Transportation

   (D) None of the above

12. EFT is a computer based system:

   (A) True

   (B) False

   (C) None

   (D) All

13. The way to hide digital information is through _____.

   (A) Cryptography

   (B) Digital certificate

   (C) Digital signature

   (D) None of the above

14. Which model of E-commerce deals with virtual auction?

   (A) Aggregator Model

   (B) Info-mediary model

   (C) Community Model

   (D) Brokerage Model

15. The _____ is the multimedia interface to resources available on the Internet.

   (A) Web

   (B) ISP

   (C) Browser

   (D) URL

16. The multimedia interface to the resources available on the Net is called the:

   (A) World Wide Web

   (B) Internet

   (C) GUI interface

   (D) Server

17. The purpose of supply chain management is:

   (A) Provide customer

   (B) Improve quality of a product

   (C) Integrating supply and demand

   (D) Increase production

18. 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

19. Promotion of products in E-commerce can be done by:

   (A) Social media

   (B) Online ads

   (C) Blog

   (D) All of the mentioned

20. In Porter's Five Forces, the 'threat of new entrants' relates to:

   (A) Barriers to entry

   (B) Substitutes

   (C) Switching costs

   (D) Buyer power

21. 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

22. 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

23. 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

24. A problem statement must be:

(A) Clear and concise description of the issue

(B) Infeasible to everyone

(C) Lengthy

(D) All of the above

25. What is the second stage in decision making?

(A) Observe

(B) Act

(C) Orient

(D) Decide

26. 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

27. 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

28. The function of purchasing inputs used in the firm's value chain is:

    (A) Operations

    (B) Procurement

    (C) Firm infrastructure

    (D) Inbound logistics

29. 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

30. Organization's suppliers value chains are known as:

(A) Upstream value chain

(B) Downstream value chain

(C) Suppliers

(D) None of these

31. At _____ level, the decisions are made with long-term objectives, (Pick the right option).

(A) Performance

(B) Strategic

(C) Tactical

(D) Operational

32. Moving goods from producer to the distributor is called as:

(A) Downstream

(B) Upstream

(C) Horizontal stream

(D) None of these

33. Proper inventory can save the_____.

(A) The cost

(B) Labours

(C) Space

(D) All the above

34. _____ plays important role in supply chain management.

(A) Finance

(B) Marketing

(C) Information system

(D) None of these

35. 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

36. A moving belt is used in assembly unit for _____.

(A) Material handling

(B) Retail management

(C) Sales management

(D) None of these

37. Transportation services also called as _____.

(A) Financial

(B) Marketing

(C) Logistics

(D) None of these

38. Reduction in wastage order affected units can reduce _____ of production.

(A) Efforts

(B) Cost

(C) Design

(D) Nature

39. "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

40. 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

41. 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

42. Selecting suppliers and purchasing items is called _____.

    (A) Negotiation

    (B) Procurement

    (C) Contracting

    (D) Selection

43. 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

44. 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

45. A company wishes to ensure that no one else can use their logo:

(A) Copyrights

(B) Trade mark

(C) Patent

(D) Industrial designs

46. 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

47. 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

48. 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

49. 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

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

51. E-Commerce stands for _____ .

    (A) Electrical Commerce

    (B) Electronic Commerce

    (C) Entertainment Commerce

    (D) Electro Chemical Commerce

52. OLX is an example of _____ E-commerce segment.

    (A) B2B

    (B) B2C

    (C) C2B

    (D) C2C

53. _____ is NOT a function of E commerce.

    (A) Warehouse

    (B) Finance

    (C) Marketing

    (D) None of the above

54. _____ is a system of interconnected electronic components or circuits.

    (A) Marketplaces

    (B) Metamarkets

    (C) Electronic Markets

    (D) Electronic Network

55. All electronically mediated information exchanges are known as _____ .

    (A) E-Business

    (B) E-Commerce

    (C) Digital Business

    (D) None of the above

56. The dimension of e-commerce that enables commerce across National boundaries:

(A) Interactivity

(B) Global Reach

(C) Richness

(D) Equility

57. 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

58. _____ refers to e-commerce transactions delivered via social media.

(A) Social Network

(B) Social Commerce

(C) Social Business

(D) (B) & (C)

59. Social Networking is _____.

(A) Group-Centric

(B) Individual-Centric

(C) Organization-Centric

(D) Society-centric

60. _____ 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

61. Companies like Flipkart, Shopclues and Myntra belongs to the _____ E-commerce (EC) segment.

(A) B2B

(B) P2P

(C) B2C

(D) C2B

62. 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

63. Business model solution is related with:

(A) SCM

(B) EDI

(C) ERP

(D) None of these

64. The percentage of customer who visit a website and actively by some thing is defined?

(A) Spam

(B) Mail

(C) Conversion rate

(D) Click

65. What are materials used in production in a manufacturing company?

(A) Direct Material

(B) Indirect Material

(C) EDI

(D) None of these

66. Which form of e-market place brings together buyer and sellers from the same industry?

    (A) Horizontal

    (B) Vertical

    (C) Integrated

    (D) Inclined

67. Which type deals with auction?

    (A) b2b

    (B) b2c

    (C) c2b

    (D) c2c

68. The best products to sell in B2C e-commerce are:

    (A) Small products

    (B) Digital products

    (C) Specialty products

    (D) Fresh product

69. What are ballpoint pens purchased by a clothing company?

    (A) Direct materials

    (B) Indirect materials

    (C) Edi

    (D) None of the above

70. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?

    (A) b2b

    (B) b2c

    (C) c2b

    (D) c2c

71. Unique value auction is mainly applies to?

   (A) New products

   (B) Second hand products

   (C) Engineering products

   (D) None of the above

72. 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

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

   (A) Encryption

   (B) Decryption

   (C) E-cash

   (D) All of the above

74. 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

75. 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

76. 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

77. 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

78. 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

79. 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

80. 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

81. 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

82. Which will not harm computer resources?

    (A) Firewall

    (B) Virus

    (C) Trojan horse

    (D) None of the above

83. 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

84. Which process can prevent data from lose due to computer problems or human errors?

    (A) Backup

    (B) Recovery

    (C) Benchmarking

    (D) Data cleansing

85. Who protects system from external threats?
   (A) Firewall
   (B) Edi
   (C) Erp
   (D) Script kiddies

86. 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

87. Which of the following is not a party of SCM?
   (A) Suppliers
   (B) Manufacturers
   (C) Distributors
   (D) Customers

88. Which among the following is not a user of B2C E-commerce?
   (A) Manufacturers
   (B) Distributors
   (C) Publishers
   (D) None

89. Web pages are prepared using their language as _____.
   (A) html
   (B) ftp
   (C) http
   (D) None of these

90. A web page is transferred to users computer through _____.
   (A) html
   (B) ftp
   (C) http
   (D) None of these

91. _____ 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

92. 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

93. _____ 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

94. SET means _____.

(A) Standard electronic technology

(B) Standard electronic transfer

(C) Secure electronic transaction

(D) None of these

95. 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

96.	_____ 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

97.	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

98.	_____ is a person who breaks in or trespasses a computer system.

(A) Hacker

(B) Snooper

(C) Operator

(D) Spoofer

99.	Trade mark, copyright, patent law etc. comes under the purview of _____.

(A) Data protection

(B) Telecommunication laws

(C) Intellectual property laws

(D) None

100.	_____ 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

****** ******

Rough Work / रफ कार्य

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