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प्रश्नपुस्तिका क्रमांक
Question Booklet No.

प्रश्नपुस्तिका सीरीज
Question Booklet Series

C

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 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.   All electronically mediated information exchanges are known as _____.

(A) E-Business

(B) E-Commerce

(C) Digital Business

(D) None of the above

2.   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

3.   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

4.   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

5.   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

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

(A) Copyrights

(B) Trade mark

(C) Patent

(D) Industrial designs

7. 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

8. 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

9. Selecting suppliers and purchasing items is called _____.

   (A) Negotiation

   (B) Procurement

   (C) Contracting

   (D) Selection

10. 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

11. 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

12. "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

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

    (A) Efforts

    (B) Cost

    (C) Design

    (D) Nature

14. Transportation services also called as _____.

    (A) Financial

    (B) Marketing

    (C) Logistics

    (D) None of these

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

    (A) Material handling

    (B) Retail management

    (C) Sales management

    (D) None of these

16. 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

17. _____ plays important role in supply chain management.

(A) Finance

(B) Marketing

(C) Information system

(D) None of these

18. Proper inventory can save the_____.

(A) The cost

(B) Labours

(C) Space

(D) All the above

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

(A) Downstream

(B) Upstream

(C) Horizontal stream

(D) None of these

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

(A) Performance

(B) Strategic

(C) Tactical

(D) Operational

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

(A) Upstream value chain

(B) Downstream value chain

(C) Suppliers

(D) None of these

22. 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

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

   (A) Operations

   (B) Procurement

   (C) Firm infrastructure

   (D) Inbound logistics

24. 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

25. 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

26. What is the second stage in decision making?

   (A) Observe

   (B) Act

   (C) Orient

   (D) Decide

27. A problem statement must be:

   (A) Clear and concise description of the issue

   (B) Infeasible to everyone

   (C) Lengthy

   (D) All of the above

28. 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

29. 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

30. 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

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

(A) Barriers to entry

(B) Substitutes

(C) Switching costs

(D) Buyer power

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

(A) Social media

(B) Online ads

(C) Blog

(D) All of the mentioned

33. 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

34. The purpose of supply chain management is:

(A) Provide customer

(B) Improve quality of a product

(C) Integrating supply and demand

(D) Increase production

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

(A) World Wide Web

(B) Internet

(C) GUI interface

(D) Server

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

    (A) Web

    (B) ISP

    (C) Browser

    (D) URL

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

    (A) Aggregator Model

    (B) Info-mediary model

    (C) Community Model

    (D) Brokerage Model

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

    (A) Cryptography

    (B) Digital certificate

    (C) Digital signature

    (D) None of the above

39. EFT is a computer based system:

    (A) True

    (B) False

    (C) None

    (D) All

40. _____ is an application of smart card.

    (A) ATM

    (B) Telecommunication

    (C) Transportation

    (D) None of the above

41. The term ISP refers to:

    (A) internet software protocol

    (B) International shareware pool

    (C) Internet service provider

    (D) Interface standard protocol

42. _____ means converting plain text to cipher text.

    (A) Encryption

    (B) Decryption

    (C) Conversion

    (D) De-conversion

43. _____ allows you paperless transaction.

    (A) Edi

    (B) Electronic market

    (C) E-commerce

    (D) Internet commerce

44. 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

45. _____ changes URL from http to https.

    (A) ssl

    (B) set

    (C) E-commerce

    (D) M-commerce

46. _____ means converting unreadable text to readable text.

    (A) Conversion

    (B) Decryption

    (C) Encryption

    (D) Decoding

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

    (A) Richness

    (B) Reach

    (C) Both richness and reach

    (D) Neither richness nor reach

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

    (A) Security policy

    (B) Risk assessment

    (C) Implementation plan

    (D) Security organization

49. 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

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

    (A) Portal

    (B) Browser

    (C) Search engine

    (D) None of these

51. _____ 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

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

(A) Data protection

(B) Telecommunication laws

(C) Intellectual property laws

(D) None

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

(A) Hacker

(B) Snooper

(C) Operator

(D) Spoofer

54. 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

55. _____ 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

56. 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

57. SET means _____.

    (A) Standard electronic technology

    (B) Standard electronic transfer

    (C) Secure electronic transaction

    (D) None of these

58. _____ 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

59. 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

60. _____ 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

61. A web page is transferred to users computer through _____ .

    (A) html

    (B) ftp

    (C) http

    (D) None of these

62. Web pages are prepared using their language as _____ .

    (A) html

    (B) ftp

    (C) http

    (D) None of these

63. Which among the following is not a user of B2C E-commerce?

    (A) Manufacturers

    (B) Distributors

    (C) Publishers

    (D) None

64. Which of the following is not a party of SCM?

    (A) Suppliers

    (B) Manufacturers

    (C) Distributors

    (D) Customers

65. 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

66. Who protects system from external threats?

    (A) Firewall

    (B) Edi

    (C) Erp

    (D) Script kiddies

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

    (A) Backup

    (B) Recovery

    (C) Benchmarking

    (D) Data cleansing

68. 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

69. Which will not harm computer resources?

    (A) Firewall

    (B) Virus

    (C) Trojan horse

    (D) None of the above

70. 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

71. 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

72. 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

73. 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

74. 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

75. 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

76. 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

77. 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

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

(A) Encryption

(B) Decryption

(C) E-cash

(D) All of the above

79. 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

80. Unique value auction is mainly applies to?

(A) New products

(B) Second hand products

(C) Engineering products

(D) None of the above

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

   (A) b2b

   (B) b2c

   (C) c2b

   (D) c2c

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

   (A) Direct materials

   (B) Indirect materials

   (C) Edi

   (D) None of the above

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

   (A) Small products

   (B) Digital products

   (C) Specialty products

   (D) Fresh product

84. Which type deals with auction?

   (A) b2b

   (B) b2c

   (C) c2b

   (D) c2c

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

   (A) Horizontal

   (B) Vertical

   (C) Integrated

   (D) Inclined

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

(A) Direct Material

(B) Indirect Material

(C) EDI

(D) None of these

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

(A) Spam

(B) Mail

(C) Conversion rate

(D) Click

88. Business model solution is related with:

(A) SCM

(B) EDI

(C) ERP

(D) None of these

89. 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

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

(A) B2B

(B) P2P

(C) B2C

(D) C2B

91. _____ 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

92. Social Networking is _____.

(A) Group-Centric

(B) Individual-Centric

(C) Organization-Centric

(D) Society-centric

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

(A) Social Network

(B) Social Commerce

(C) Social Business

(D) (B) & (C)

94. 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

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

(A) Interactivity

(B) Global Reach

(C) Richness

(D) Equility

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

   (A) E-Business

   (B) E-Commerce

   (C) Digital Business

   (D) None of the above

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

   (A) Marketplaces

   (B) Metamarkets

   (C) Electronic Markets

   (D) Electronic Network

98. _____ is NOT a function of E commerce.

   (A) Warehouse

   (B) Finance

   (C) Marketing

   (D) None of the above

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

   (A) B2B

   (B) B2C

   (C) C2B

   (D) C2C

100. E-Commerce stands for _____.

   (A) Electrical Commerce

   (B) Electronic Commerce

   (C) Entertainment Commerce

   (D) Electro Chemical Commerce

******

Rough Work / रफ कार्य

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