

Roll No.-----

<b>Paper Code</b>		
<b>3</b>	<b>7</b>	<b>9</b>
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series  
**D**

## 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, 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. \_\_\_\_\_ 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
2. Trade mark, copyright, patent law etc. comes under the purview of \_\_\_\_\_.
  - (A) Data protection
  - (B) Telecommunication laws
  - (C) Intellectual property laws
  - (D) None
3. \_\_\_\_\_ is a person who breaks in or trespasses a computer system.
  - (A) Hacker
  - (B) Snooper
  - (C) Operator
  - (D) Spoofer
4. 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
5. \_\_\_\_\_ 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

6. 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
7. SET means \_\_\_\_\_.
- (A) Standard electronic technology
  - (B) Standard electronic transfer
  - (C) Secure electronic transaction
  - (D) None of these
8. \_\_\_\_\_ 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
9. 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
10. \_\_\_\_\_ 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

11. A web page is transferred to users computer through \_\_\_\_\_.  
(A) html  
(B) ftp  
(C) http  
(D) None of these
12. Web pages are prepared using their language as \_\_\_\_\_.  
(A) html  
(B) ftp  
(C) http  
(D) None of these
13. Which among the following is not a user of B2C E-commerce?  
(A) Manufacturers  
(B) Distributors  
(C) Publishers  
(D) None
14. Which of the following is not a party of SCM?  
(A) Suppliers  
(B) Manufacturers  
(C) Distributors  
(D) Customers
15. 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
16. Who protects system from external threats?  
(A) Firewall  
(B) Edi  
(C) Erp  
(D) Script kiddies

17. Which process can prevent data from lose due to computer problems or human errors?
- (A) Backup
  - (B) Recovery
  - (C) Benchmarking
  - (D) Data cleansing
18. 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
19. Which will not harm computer resources?
- (A) Firewall
  - (B) Virus
  - (C) Trojan horse
  - (D) None of the above
20. 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
21. 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

22. 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
23. 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
24. 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
25. 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

26. 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
27. 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
28. Which of the following is not related to security mechanism?
- (A) Encryption
  - (B) Decryption
  - (C) E-cash
  - (D) All of the above
29. 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
30. Unique value auction is mainly applies to?
- (A) New products
  - (B) Second hand products
  - (C) Engineering products
  - (D) None of the above



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

36. What are materials used in production in a manufacturing company?
- (A) Direct Material
  - (B) Indirect Material
  - (C) EDI
  - (D) None of these
37. The percentage of customer who visit a website and actively by some thing is defined?
- (A) Spam
  - (B) Mail
  - (C) Conversion rate
  - (D) Click
38. Business model solution is related with:
- (A) SCM
  - (B) EDI
  - (C) ERP
  - (D) None of these
39. 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
40. Companies like Flipkart, Shopclues and Myntra belongs to the \_\_\_\_\_ E-commerce (EC) segment.
- (A) B2B
  - (B) P2P
  - (C) B2C
  - (D) C2B

41. \_\_\_\_\_ 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
42. Social Networking is \_\_\_\_\_.
- (A) Group-Centric
  - (B) Individual-Centric
  - (C) Organization-Centric
  - (D) Society-centric
43. \_\_\_\_\_ refers to e-commerce transactions delivered via social media.
- (A) Social Network
  - (B) Social Commerce
  - (C) Social Business
  - (D) (B) & (C)
44. 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
45. The dimension of e-commerce that enables commerce across National boundaries:
- (A) Interactivity
  - (B) Global Reach
  - (C) Richness
  - (D) Equility

46. All electronically mediated information exchanges are known as \_\_\_\_\_.  
(A) E-Business  
(B) E-Commerce  
(C) Digital Business  
(D) None of the above
47. \_\_\_\_\_ is a system of interconnected electronic components or circuits.  
(A) Marketplaces  
(B) Metamarkets  
(C) Electronic Markets  
(D) Electronic Network
48. \_\_\_\_\_ is NOT a function of E commerce.  
(A) Warehouse  
(B) Finance  
(C) Marketing  
(D) None of the above
49. OLX is an example of \_\_\_\_\_ E-commerce segment.  
(A) B2B  
(B) B2C  
(C) C2B  
(D) C2C
50. E-Commerce stands for \_\_\_\_\_.  
(A) Electrical Commerce  
(B) Electronic Commerce  
(C) Entertainment Commerce  
(D) Electro Chemical Commerce

51. All electronically mediated information exchanges are known as \_\_\_\_\_.  
(A) E-Business  
(B) E-Commerce  
(C) Digital Business  
(D) None of the above
52. 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
53. 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
54. 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
55. 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
56. A company wishes to ensure that no one else can use their logo:  
(A) Copyrights  
(B) Trade mark  
(C) Patent  
(D) Industrial designs

57. 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
58. 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
59. Selecting suppliers and purchasing items is called \_\_\_\_\_.
- (A) Negotiation
  - (B) Procurement
  - (C) Contracting
  - (D) Selection
60. 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
61. 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

62. “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
63. Reduction in wastage order affected units can reduce \_\_\_\_\_ of production.
- (A) Efforts
  - (B) Cost
  - (C) Design
  - (D) Nature
64. Transportation services also called as \_\_\_\_\_.
- (A) Financial
  - (B) Marketing
  - (C) Logistics
  - (D) None of these
65. A moving belt is used in assembly unit for \_\_\_\_\_.
- (A) Material handling
  - (B) Retail management
  - (C) Sales management
  - (D) None of these
66. 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

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



72. 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
73. The function of purchasing inputs used in the firm's value chain is:
- (A) Operations
  - (B) Procurement
  - (C) Firm infrastructure
  - (D) Inbound logistics
74. 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
75. 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

76. What is the second stage in decision making?
- (A) Observe
  - (B) Act
  - (C) Orient
  - (D) Decide
77. A problem statement must be:
- (A) Clear and concise description of the issue
  - (B) Infeasible to everyone
  - (C) Lengthy
  - (D) All of the above
78. 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
79. 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
80. 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

81. In Porter's Five Forces, the 'threat of new entrants' relates to:
- (A) Barriers to entry
  - (B) Substitutes
  - (C) Switching costs
  - (D) Buyer power
82. Promotion of products in E-commerce can be done by:
- (A) Social media
  - (B) Online ads
  - (C) Blog
  - (D) All of the mentioned
83. 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
84. The purpose of supply chain management is:
- (A) Provide customer
  - (B) Improve quality of a product
  - (C) Integrating supply and demand
  - (D) Increase production
85. The multimedia interface to the resources available on the Net is called the:
- (A) World Wide Web
  - (B) Internet
  - (C) GUI interface
  - (D) Server

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

91. The term ISP refers to:
- (A) internet software protocol
  - (B) International shareware pool
  - (C) Internet service provider
  - (D) Interface standard protocol
92. \_\_\_\_\_ means converting plain text to cipher text.
- (A) Encryption
  - (B) Decryption
  - (C) Conversion
  - (D) De-conversion
93. \_\_\_\_\_ allows you paperless transaction.
- (A) Edi
  - (B) Electronic market
  - (C) E-commerce
  - (D) Internet commerce
94. 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
95. \_\_\_\_\_ changes URL from http to https.
- (A) ssl
  - (B) set
  - (C) E-commerce
  - (D) M-commerce

96. \_\_\_\_\_ means converting unreadable text to readable text.
- (A) Conversion
  - (B) Decryption
  - (C) Encryption
  - (D) Decoding
97. E-commerce technologies have improved upon traditional commerce technologies in \_\_\_\_\_.
- (A) Richness
  - (B) Reach
  - (C) Both richness and reach
  - (D) Neither richness nor reach
98. A security plan begins with a(n) is \_\_\_\_\_.
- (A) Security policy
  - (B) Risk assessment
  - (C) Implementation plan
  - (D) Security organization
99. 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
100. "Google" is one of the most popular \_\_\_\_\_.
- (A) Portal
  - (B) Browser
  - (C) Search engine
  - (D) None of these

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## **Rough Work / रफ कार्य**

**DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO**

1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
  2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
  3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
  4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
  5. Please read all the instructions carefully before attempting anything on Answer Booklet **(O.M.R ANSWER SHEET)**.
  6. After completion of examination, please hand over the **O.M.R. SHEET** to the Examiner before leaving the examination room.
  7. There is no negative marking.
- Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.