

Roll. No.

Question Booklet Number

O.M.R. Serial No.

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BCA (SEM.-VI) (NEP) (SUPPLE.) EXAMINATION, 2024-25

COMPUTER APPLICATION

(E-Commerce)

Paper Code							
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[BCA-6003]

Question Booklet
Series

A

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छानना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

1. E-Commerce stands for _____.
 (A) Electrical Commerce
 (B) Electronic Commerce
 (C) Entertainment Commerce
 (D) ElectroChemical Commerce
2. The World Wide Web (WWW) was introduced in the year _____.
 (A) 1994
 (B) 1996
 (C) 1992
 (D) 1990
3. _____ is an early form of E-Commerce.
 (A) SCM
 (B) EDI
 (C) Both of these
 (D) Neither of these
4. _____ is concerned with the buying and selling information, products and services over computer communication networks.
 (A) Commerce
 (B) E-Commerce
 (C) E-Business
 (D) None of these
5. Which among the following products is suitable for E-Commerce?
 (A) Books
 (B) Vegetables
 (C) All of these
 (D) None of these
6. Which of the following is not a party of SCM?
 (A) Suppliers
 (B) Manufacturers
 (C) Distributors
 (D) Customers
7. _____ is a function of E-Commerce.
 (A) Marketing
 (B) Supply Chain
 (C) Finance
 (D) All of the above
8. _____ mainly deals with buying and selling, especially on a large scale.
 (A) Shopping
 (B) Commerce
 (C) Retailing
 (D) Distribution
9. E-Commerce has _____ scope than E-Business or Digital Business.
 (A) Higher
 (B) Narrower
 (C) Wider
 (D) More
10. _____ is a system of interconnected electronic components or circuits.
 (A) Electronic Network
 (B) Marketplaces
 (C) Electronic Markets
 (D) Metamarkets

11. All electronically mediated information exchanges are referred to as ____
 - (A) E-Business
 - (B) Digital Business
 - (C) E-Commerce
 - (D) None of the above
12. _____are markets linked via modern communications networks and powered through high-speed computers.
 - (A) Marketplaces
 - (B) Metamarkets
 - (C) Electronic Network
 - (D) Electronic Markets
13. _____ is a part of the 4 important types of E-Commerce.
 - (A) All of the below
 - (B) B2B
 - (C) P2P
 - (D) C2A
14. Companies like Flipkart, Amazon and Myntra belong to which type of E-Commerce (EC) segment?
 - (A) B2B
 - (B) B2C
 - (C) P2P
 - (D) C2B
15. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as _____ E-Commerce Business Model.
 - (A) Licensing
 - (B) Subscription
 - (C) Transaction
 - (D) Affiliate
16. This E-Commerce commercial enterprise model specifically specialises in selling services or products online.
 - (A) Indirect Marketing
 - (B) Online Direct Marketing
 - (C) Brick & Mortar
 - (D) Marketplace
17. _____ is a retail fulfillment approach in which a shop doesn't hold the goods it sells in stock.
 - (A) Aggregator Model
 - (B) Affiliate
 - (C) Dropshipping
 - (D) Advertising Model
18. Some marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the _____ E-Commerce Model.
 - (A) Affiliate
 - (B) Transaction
 - (C) Aggregator
 - (D) Advertising

19. Among the alternative models of B2B E-Commerce, which is the best means to acquire a competitive advantage in the market?
- (A) Strategic relationship
 - (B) Process
 - (C) Transaction
 - (D) All of the above
20. The concept of online marketing and selling of products and services through the internet is _____
- (A) B2G
 - (B) B2C
 - (C) B2B
 - (D) B2E
21. Which of the following is not a user of B2C E-Commerce?
- (A) Distributors
 - (B) Manufacturers
 - (C) Publishers
 - (D) None of the above
22. _____ allows transactions among customers and dealers through supplying complete information and ancillary services, without being concerned about the actual exchange of products and offerings among the parties.
- (A) Middlemen
 - (B) Metamediary
 - (C) Intermediary
 - (D) All of the above
23. Which of the following is NOT a B2B E-Commerce?
- (A) Sending and receiving orders
 - (B) Invoice and shopping
 - (C) All of the above
 - (D) None of the above
24. _____ lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company.
- (A) EDI
 - (B) Business applications
 - (C) Standards
 - (D) Protocols
25. What is 'EOQ' in Inventory control?
- (A) Economic Occuring Quantity
 - (B) Economic Order Quantity
 - (C) Economic Over Quantity
 - (D) Economic of Quantity
26. Which dimension of e-commerce enables commerce beyond the boundaries of the country?
- (A) Richness
 - (B) Interactivity
 - (C) Global Reach
 - (D) Ubiquity

27. _____ is not a major type of electronic commerce.
- (A) Consumer to Business
 - (B) Business to Consumer
 - (C) Business to Business
 - (D) Consumer to Consumer
28. Which is not one of the three phases of electronic commerce?
- (A) Reinvention
 - (B) Preservation
 - (C) Consolidation
 - (D) Innovation
29. Which of the following describes the definition of electronic commerce?
- (A) Doing business
 - (B) Sale and purchase of goods
 - (C) Doing business electronically
 - (D) All of the above mentioned
30. Which e-commerce model involves the sale of goods or services from businesses to the general public?
- (A) Business to Government
 - (B) Business to Consumer
 - (C) Business to Business
 - (D) Consumer to Business
31. 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
32. The idealistic market envisioned at the outset of electronic commerce's development is referred to as _____.
- (A) Bertrand market
 - (B) Baxter market
 - (C) Bailey market
 - (D) Bergman market
33. _____ is an e-commerce model which focuses on consumers dealing with one another.
- (A) Business to Business
 - (B) Consumer to Consumer
 - (C) Consumer to Business
 - (D) Business to Consumer
34. Which of the following was the primary source of financing during the early years of electronic commerce?
- (A) Venture capital funds
 - (B) Bank loans
 - (C) Initial public offerings
 - (D) Large retail firms

35. Which of the following is/are considered examples of the Consumer to consumer (C2C) model?
- (A) Amazon.com
 - (B) e-bay
 - (C) Rentalic.com
 - (D) All of the above
36. Which of the following technology is not used to collect the information about you?
- (A) Anonymize rs
 - (B) Spyware
 - (C) Gmail
 - (D) Cookies
37. Which of the following is the set of planned activities that are designed to result in a profit in the marketplace?
- (A) Profit model
 - (B) Business model
 - (C) Business plan
 - (D) Revenue model
38. Which of the following is not a key element of the business model?
- (A) Competitive advantage
 - (B) Market strategy
 - (C) Universal standards
 - (D) Value Proposition
39. The reason why digital products are best suited for Business Consumer e-commerce is that they:
- (A) Can be mass-customized and personalized
 - (B) Are commodities like products
 - (C) Can be delivered at the time of purchase
 - (D) All of the above
40. 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 mentioned
41. 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
42. Which of the below is/are goals of E-Commerce?
- (A) 24×7
 - (B) Reach out to larger audience
 - (C) Time saving
 - (D) All of the above

43. When a company buys some raw material from some other company, then it will come under:
- (A) B2B
 - (B) B2C
 - (C) C2B
 - (D) C2C
44. 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
45. _____ is an example of an Internet portal.
- (A) Yahoo
 - (B) e-bay
 - (C) Amazon
 - (D) Facebook
46. Which of the following is categorized as a major Business-to-Consumer business model?
- (A) Service provider
 - (B) Transaction broker
 - (C) Industry consortium
 - (D) Content provider
47. Which of the following business model consists of an independently owned vertical digital marketplace direct inputs?
- (A) Private industrial network
 - (B) E-distributor
 - (C) E-procurement
 - (D) E-exchange
48. 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
49. _____ is referred to as the percentage of customers, by whom a Web site is visited and something is purchased by them.
- (A) Conversion rate
 - (B) Spam
 - (C) affiliate programs
 - (D) Click-through
50. Peer to Peer [P2P] is also used to describe.....
- (A) C2C
 - (B) B2E
 - (C) B2B
 - (D) B2C

51. Which form of e-commerce currently accounts for about 97% of all ecommerce revenues?
- (A) B2B
(B) B2C
(C) C2B
(D) C2C
52. Monster.com is an example of _____ website.
- (A) C2C
(B) B2E
(C) B2B
(D) B2C
53. Which of the following are advantages normally associated with B2B ecommerce?
- (A) Shorter cycle times
(B) Reduction in costs
(C) Reaches wider audiences
(D) All of the above
54. In traditional commerce, people buy goods and services :
- (A) Over the internet
(B) Physical visit
(C) Both online and offline
(D) None of the mentioned
55. Unique value auction mainly applies to :
- (A) New products
(B) Second hand products
(C) Engineering products
(D) None of the above.
56. 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
57. Which type of products is lesser purchased using e-commerce?
- (A) Automobiles
(B) Books
(C) Softwares
(D) None of these
58. 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

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. A _____ is a document, typically written in plain text interspersed with formatting instructions of html.
 (A) Web page
 (B) Home page
 (C) Domain
 (D) None of these
61. A _____ presents information from diverse sources in a unified way on a website.
 (A) Web portal
 (B) Link page
 (C) Both of these
 (D) None of these
62. Which of the following is not a party of SCM?
 (A) Suppliers
 (B) Manufacturers
 (C) Sistributors
 (D) Customers
63. The ability to change the product to better fit the needs of the customer is called _____.
 (A) customization
 (B) personalization
 (C) privacy
 (D) accessibility
64. The most prevalent online payment method is _____.
 (A) paypal
 (B) checks
 (C) credit cards
 (D) debit
65. Logistics is the part of a supply chain involved with the forward and reverse flow of :
 (A) Goods
 (B) Services
 (C) Cash
 (D) All of the above
66. Which, if any, of the following types of ads are people most willing to tolerate?
 (A) Pop-under ad
 (B) Pop-up ad
 (C) Banner ad
 (D) None of the above

67. _____ is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means.
- (A) E-Commerce
 - (B) SCM
 - (C) EDI
 - (D) None of these
68. _____ e-commerce consists of the sale of products or services from a business to the general public.
- (A) b2g
 - (B) b2e
 - (C) b2b
 - (D) b2c
69. Which among the following is an example for vertical portal ?
- (A) Village
 - (B) Yahoo
 - (C) Google
 - (D) Net scape
70. Which of the following is a method of transferring money from one persons account to another?
- (A) Electronic check
 - (B) Credit card
 - (C) E-transfer
 - (D) None of the above
71. An electronic check is one form of what?
- (A) E-Commerce
 - (B) Online banking
 - (C) E-cash
 - (D) Check
72. In which year the IT Act was introduced?
- (A) 2000
 - (B) 2020
 - (C) 2001
 - (D) 2010
73. A portal that helps to establish relations and to conduct transactions between various organizations is termed as_____.
- (A) B2B portals
 - (B) C2C portals
 - (C) Both of these
 - (D) None of these
74. When a transaction is processed online, how can the merchant verify the customers identity?
- (A) use secure sockets layers
 - (B) use secure electronic transactions
 - (C) use electronic data interchange
 - (D) use financial electronic data interchange

75. What is an intranet that is restricted to an organisation and certain outsiders, such as customers and suppliers?
- (A) Client/server network
 - (B) Intranet
 - (C) Extranet
 - (D) Thin client
76. Which of the following is not suitable for a B2C transaction ?
- (A) Clothes
 - (B) Flowers
 - (C) Airline reservation
 - (D) None of these
77. What is the first step in a P3P-enabled transaction?
- (A) send web page
 - (B) http get request web page
 - (C) send p3p policy files
 - (D) http get request p3p policy files
78. Which is not the application area of e-commerce?
- (A) Learning
 - (B) E-Banking
 - (C) E-Auction
 - (D) None of the mentioned
79. A materials requirements planning (MRP) system is an example of _____.
- (A) spot purchasing
 - (B) a multi-tier supply chain
 - (C) a legacy computer system
 - (D) electronic data interchange
80. The best products to sell in B2C e-commerce are :
- (A) Small Products
 - (B) Digital Products
 - (C) Special Products
 - (D) Fresh Products
81. Promotion of products in e-commerce can be done by :
- (A) Social media
 - (B) Online Ads
 - (C) Blog
 - (D) All of the mentioned
82. Which among the following is not a B2E application?
- (A) online insurance policy management
 - (B) online supply requests
 - (C) special employee offers
 - (D) locate application and tax forms

83. Debit card is used for :
- (A) On line transactions
 - (B) Off line transaction
 - (C) Both (A) and (B)
 - (D) None of the above
84. Applications of smart card are :
- (A) Government
 - (B) Identification
 - (C) Health care
 - (D) All of the above
85. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as _____.
- (A) business to business (b2b)
 - (B) consumer to consumer (c2c)
 - (C) consumer to business (c2b)
 - (D) business to consumer (b2c)
86. _____ is an early form of E-Commerce.
- (A) SCM
 - (B) EDI
 - (C) Both SCM and EDI
 - (D) None of the mentioned
87. English physicist Tim Berner's Lee was famous for the establishment of _____ in 1990.
- (A) internet
 - (B) www
 - (C) intranet
 - (D) none of these
88. Which factor determines when the IT system will be available for knowledge workers to access?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) None of the above
89. _____ sites act as an intermediary between someone wanting a product or service and potential providers.
- (A) Brokering
 - (B) Information
 - (C) Industry portals
 - (D) None of these
90. Why would a merchant want to customize products?
- (A) To charge a higher price
 - (B) To decrease costs
 - (C) It is required in ec
 - (D) Customers will only accept customized products

91. Affiliate revenue is also called as _____.
 (A) commission
 (B) brokerage
 (C) referral fee
 (D) discount
92. Standards of EDI are decided by _____.
 (A) ascii
 (B) ansi
 (C) usa
 (D) government
93. _____ means converting readable text to unreadable text.
 (A) Conversion
 (B) Decryption
 (C) Encryption
 (D) Decoding
94. _____ changes URL from http to https.
 (A) SSL
 (B) SET
 (C) E-Commerce
 (D) M-Commerce
95. An online retail store is called as _____.
 (A) trader
 (B) retailer
 (C) e-tailer
 (D) amazon
96. In SSL encryption is done using _____ key.
 (A) public
 (B) private
 (C) session
 (D) symmetric
97. Which of the following is part of the four main types of e-commerce?
 (A) B2B
 (B) B2C
 (C) C2B
 (D) All of the mentioned
98. Which factor ensures the IT systems are functioning correctly and providing accurate information?
 (A) Availability
 (B) Accessibility
 (C) Reliability
 (D) Scalability
99. 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
100. SET means _____.
 (A) standard electronic technology
 (B) standard electronic transfer
 (C) secure electronic transaction
 (D) none of these

Rough Work

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

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 कक्षनिरीक्षक को दिखाकर उसी सिरिज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।