

SECTION A

Multiple Choice Questions ($30 \times 1 = 30$)

1. **Which of the following best defines E-commerce?**
 - a) Buying and selling goods over the telephone
 - b) Buying and selling goods electronically over the internet**
 - c) Sending emails to customers for sales
 - d) Delivering goods through courier services

2. **Which of the following is *not* a type of E-commerce?**
 - a) B2B
 - b) B2C
 - c) C2C
 - d) P2P**

3. **What is the primary difference between E-business and E-commerce?**
 - a) E-business focuses only on marketing
 - b) E-commerce is a subset of E-business**
 - c) E-commerce includes internal business processes
 - d) E-business is limited to online shopping

4. **Which of the following best describes the Internet?**
 - a) A local area network (LAN)
 - b) A global network connecting millions of private, public, academic, and business networks**
 - c) A private network within a company
 - d) A software application

5. Which of the following is *not* a stage of the Internet's evolution?
- a) ARPANET
 - b) Web 2.0
 - c) Web 5.0
 - d) Intranet**
6. What is the primary purpose of an Intranet?
- a) Connecting different organizations over the internet
 - b) Providing a secure internal network within an organization**
 - c) Connecting personal devices at home
 - d) Hosting online forums
7. What is the primary function of a web server?
- a) To display web pages on the client's screen
 - b) To store and deliver web pages to clients upon request**
 - c) To manage email communication
 - d) To facilitate instant messaging
8. Which of the following is *not* a web server software?
- a) Apache HTTP Server
 - b) IIS (Internet Information Services)
 - c) MySQL**
 - d) Nginx
9. Which of the following is an open-source web server software?
- a) IIS
 - b) Apache HTTP Server**
 - c) Microsoft Edge
 - d) Safari

10. What is the primary function of basic e-commerce software?
- a. Secure online transactions
 - b. Automate supply chain management
 - c. Enable online product catalogs and shopping carts**
 - d. Provide hosting services
11. Which of the following is an example of B2C E-commerce?
- a) A manufacturer selling parts to another company
 - b) A retailer selling products to consumers online**
 - c) An auction site for selling used items between consumers
 - d) A government procurement site
12. What does HTTP stand for?
- a) HyperText Transfer Program
 - b) HyperText Transmission Protocol
 - c) HyperText Transfer Protocol**
 - d) Hyperlink Transfer Protocol
13. Which of the following is *not* a driving force of E-commerce?
- a) Economic Force
 - b) Political Force**
 - c) Technological Force
 - d) Societal Force
14. The Internet of Things (IoT) refers to:
- a) A collection of web browsers
 - b) Interconnected devices communicating over the internet**
 - c) A type of web server
 - d) A programming language for the web

15. Which protocol is primarily used for packet switching on the Internet?
- a) FTP
 - b) TCP/IP**
 - c) SMTP
 - d) POP3
16. What layer of the TCP/IP model is responsible for ensuring reliable communication between devices?
- a) Application Layer
 - b) Transport Layer**
 - c) Network Layer
 - d) Data Link Layer
17. What is the role of a web browser in E-commerce?
- a) Storing user data
 - b) Delivering web pages to clients
 - c) Displaying web content and facilitating user interaction with web applications**
 - d) Acting as a database for web servers
18. Which web server is typically used in a Windows environment?
- a) Apache HTTP
 - b) Nginx
 - c) IIS (Internet Information Services)**
 - d) Tomcat

19. **What does HTTP stand for in Apache HTTP Server?**
- a) HyperText Transmission Protocol
 - b) HyperText Transfer Protocol**
 - c) Hyperlink Transfer Program
 - d) HyperText Template Processing
20. E-commerce software designed for small businesses often prioritizes:
- a. Customization and scalability
 - b. Advanced analytics and reporting
 - c. Cost-efficiency and ease of use**
 - d. Enterprise-grade integrations
21. Which feature is typically considered an advanced function of e-commerce software?
- a. Basic product listings
 - b. Personalized recommendations**
 - c. Shopping cart integration
 - d. Standard search functionality
22. What are web services in the context of e-commerce?
- a. Tools that enable communication between applications over the internet**
 - b. Hosting platforms for websites
 - c. Payment gateways for secure transactions
 - d. Inventory management tools
23. What is a primary security threat in e-commerce caused by software designed to harm systems?
- a. Sniffing
 - b. Malicious Code**

- c. Denial of Service (DoS)
- d. Phishing

24. Phishing attacks aim to:

- a. Redirect users to spam websites
- b. Overload servers with traffic
- c. Steal sensitive information through fake websites or emails
- d. Both a and c**

25. Which attack involves tricking users into visiting fake websites by manipulating DNS?

- a. Spoofing
- b. Pharming
- c. Phishing**
- d. Sniffing

26. Which law protects logos, brand names, and symbols?

- a. Copyright law
- b. Digital watermark law
- c. Trademark law**
- d. Patent law

27. What is the purpose of software metering in intellectual property protection?

- a. Encrypting digital content
- b. Monitoring and regulating the use of software**
- c. Identifying unauthorized users
- d. Adding copyright symbols to digital work

28. Which technique embeds hidden data into a file to protect intellectual digital work?

- a. Software metering
- b. Digital envelopes

c. Digital watermarks

d. Access control

29. Which of the following is an example of electronic cash?

a. Check

b. Debit Card

c. Postal Order

d. Demand Draft

30. What differentiates a chip card from a magnetic card?

a. Size of the card

b. Enhanced data storage and security in chip cards

c. Faster processing in magnetic cards

d. Limited functionality in chip cards

31. Which payment method allows real-time transfer of funds between bank accounts?

a. Cryptocurrency

b. Credit Card

c. Prepaid Card

d. Electronic Fund Transfer (EFT)

32. What does online segmentation focus on in e-commerce marketing strategy?

a) Product pricing

b) Identifying target audience

c) Website aesthetics

d) Distribution logistics

33. Which of the following is an example of online promotion?

a) Social media advertising

b) Inventory management

- c) Product packaging
- d) Customer service chats

34. What is the primary goal of purchasing logistics?

- a) Managing marketing campaigns
- b) Efficient procurement and transportation of goods**
- c) Enhancing customer service portals
- d) Monitoring employee productivity

35. What is the role of Electronic Data Interchange (EDI) in purchasing logistics?

- a) Manual record-keeping
- b) Automated communication between trading partners**
- c) Enhancing packaging design
- d) Analyzing customer feedback

36. What is a primary feature of web auctions?

- a) Real-time bidding by users**
- b) Fixed-price sales
- c) Manual product sorting
- d) Offline payment methods

37. Which of the following is an example of a virtual community?

- a) Social media groups focused on specific interests**
- b) A local neighborhood club
- c) Offline trade fairs
- d) Government offices

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40. What is the first step in planning for implementing e-commerce?

- a) Launching the website
- b) **Setting business objectives**
- c) Hiring customer support staff
- d) Developing marketing campaigns

SECTION B

Short Answer Questions

1. Define E-commerce and explain its key benefits. (**Chapter 1**)
2. Explain the difference between the Internet, Intranet, and Extranet. (**Chapter 2**)
3. Explain the role of a web server in E-commerce and list two commonly used web server software. (**Chapter 3**)
4. Differentiate between a web client and a web browser. (**Chapter 3**)
5. What are the basic functions of e-commerce software, and why are they important for online businesses? (**Chapter 4**)
6. Explain three major client-side threats in e-commerce and their impact on users. (**Chapter 5**)
7. Explain three methods used to protect intellectual digital work in e-commerce. (**Chapter 6**)
8. What are the key benefits of electronic payment systems (EPS)? (**Chapter 7**)
9. Elaborate on the process of creating and maintaining a strong brand presence on the web. (**Chapter 8**)
10. Explain the significance of online segmentation in e-commerce marketing strategy. (**Chapter 8**)

SECTION C

Long Answer Questions

1. Elaborate on the concept of supply chain management and describe its various stages with examples. (**Chapter 9**)
2. Describe the key elements of a web auction strategy and their significance in achieving business success. (**Chapter 10**)
3. Discuss the role of virtual communities in web auction platforms. Provide examples to illustrate your answer. (**Chapter 10**)
4. Discuss the steps involved in evaluating and managing an e-commerce platform for long-term success. (**Chapter 12**)