

Fakir Chand College

Semester-II, CBCS Internal Assessment Examination 2020
Class- B.Com (H+G),
Subject- E-Commerce & Business Communication

Paper- GE 2.1 Chg, Full Marks-10

C.U ROLL NO-.....C.U REG NO.....

COLLEGE ROLL NO.....

Answer any five questions Put (✓) mark in the right option

5x2=10

1. Among the alternate models of B2B e-commerce,.....is the best means to obtain a competitive advantage in the Market place.

(a) Process based, (b) strategic relationship based, (c) transaction based, (d) any of these

2focus on producing a highly integrated value proposition through a managed process.

(a) hubs, (b) community, (c) contents, (d) none of these

3is basically a concept of online marketing and distributing of products and services over the internet

(a) B2G, (b) B2E, (c) B2C, (d) B2B

4 The term “communis” derived from ____ word.

(a)Greek, (b)Latin, (c)Chinese, (d)English.

5 Communication means ____information, feeling and thoughts, with others.

(a)To receive, (b)Exchange of, (c)Conveying, (d)All the above.

6 Grapevine communication is associated with ____communication.

(a)Formal, (b)Informal, (c)Horizontal, (d)Vertical.

Fakir Chand College

Semester-II, CBCS Examination 2020

Class- B.Com (H+G), Subject- E-Commerce & Business Communication

Paper- GE 2.1 Chg, Full Marks-40

C.U ROLL NO-.....C.U REG NO.....

COLLEGE ROLL NO.....

Answer any twenty questions taking ten questions from each Group

Put (✓) mark in the right option

20x2=40

Group-A- Module- I-E-Commerce

1e-commerce consists of the sale of products or services from a business to the general public

(a) B2G, (b) B2E, (c) B2B, (d) B2C

2. Which of the following is not suitable for a B2C transaction ?

(a) clothes, (b) flowers, (c) airline reservation, (d) none

3e-commerce transaction has the advantage of eliminating middlemen.

(a) B2G, (b) B2C, (c) B2B, (d) B2E

4.....e-commerce involves customers gathering information, purchasing and receiving products over an electronic network

(a) B2G, (b) B2E, (c) B2B, (d) B2C

5. Which among the following is not an user of B2C e-commerce ?

(a) manufacturers, (b) distributors, (c) Publishers, (d) none

6e-commerce involves the electronic facilitation of transaction between customers through some third party.

(a) C2C, (b) B2E, (c) B2B, (d) B2G

7. Which among the following is an example of C2C ?

(a) e-Bay, (b) Amazon.com, (c) Rentalic.com, (d) all of these

8. World Wide Web (WWW) was introduced in the year

(a) 1994, (b) 1996, (c) 1992, (d) 1990

9.is an early form of E-commerce

(a) SCM, (b) EDI, (c) Both of these, (d) None of these

10.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

11.is a set of standards developed in the 1960s to exchange business information and to do electronic transactions

(a) EDI, (b) Protocols, (c) TCP/IP, (d) None of these

12. Which among the following product is suitable for E-Commerce ?

(a) Books, (b) Vegetables, (c) All of these, (d) None of these

Group-B- Module II- Business Communication

1. Lateral communication is between
(a) Superior and subordinate. (b) Same cadre of personal. (c) Subordinate and superior. (d) Among all.
2. Audio Visual communication combines
(a) Auditory only. (b) Visual only. (c) Both auditory & visual. (d) Written.
3. Communication problems otherwise known as
(a) Enquire. (b) Barriers. (c) Encoding. (d) Decoding.
4. Posters fall under _____ communication.
(a) Oral. (b) Visual. (c) Written. (d) Spoken.
5. Informal communication is otherwise known as _____ communication.
(a) Grapevine. (b) Lateral. (c) Visual. (d) Horizontal.
6. Horizontal communication flows through _____
(a) Face-to-face discussion. (b) Telephonic talk. (c) Periodical meeting. (d) All the above.
7. Gestural communication is a _____
(a) Non-Verbal Message. (b) Direct conversation. (c) oral communication (d) Written.
8. Physical Barriers to communication are _____
(a) Time and distance. (b) Interpretation of words. (c) Denotations. (d) Connotations.
9. Communication is derived from a Latin word “Communis” which means
(a) Community (b) Share (c) Common (d) Marxist
10. Communication starts with:
(a) Encoding (b) Sender (c) Channel (d) Feedback
11. The number of key elements in the communication process is :
(a) Five (b) Six (c) Seven (d) Four
12. The two broad areas of communication are:
(a) Oral and written communication (b) Verbal and written communication (c) Verbal and non-verbal communication (d) Oral and non-verbal communication