EXAMINATION PAPER

FACULTY	:	**COMPUTER SCIENCE AND MULTIMEDIA**
COURSE	:	**BACHELOR OF INFORMATION TECHNOLOGY (Hons)**
YEAR/ SEMESTER	:	**SECOND YEAR / SEMESTER THREE**
MODULE TITLE	:	**E-COMMERCE**
CODE	:	**BIT 232**
DATE	:	**25 – APRIL, 2019, THURSDAY**
TIME ALLOWED	:	**3 HOURS**
START	:	**1:00 PM** **FINISH** **: 4:00 PM**

Instruction to candidates

1. This question paper has THREE (3) Sections.

2. Answer **ALL** questions in Section A, MCQ.

3. Answer **5** questions in Section B, MSAQ.

4. Answer **2** questions in Section C, MEQ.

5. No scripts or answer sheets are to be taken out of the Examination Hall.

6. For Section A, answer in the OMR form provided.

Do not open this question paper until instructed

(Candidates are required to give their answers in their own words as far as practicable)

SECTION A

Multiple Choice Questions (30*1=30)

1. _____ are networks that connect people within a company to each other and to the company network.
   a. Intranets
   b. Extranets
   c. Bit streams
   d. Internets

2. **Which of the following is not one of the benefits of e-commerce to sellers?**
   a. E-commerce is a powerful tool for customer relationship building
   b. E-commerce can help to reduce costs
   c. E-commerce increases the net cost per contact
   d. E-commerce offers greater flexibility in meeting customer needs

3. **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 Business (C2B)
   c. Business to Consumer (B2C)
   d. Consumer to Consumer (C2C)

4. **The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a _____website.**
   a. customer service
   b. interactive
   c. corporate
   d. marketing

5. **A well built e-business infrastructure is a combination of:**
   a. Structure and Stability
   b. Safeguards information
   c. Understands costumer priorities
   d. All of the above

6. **All the web contents reside in _____.**
   a. web script
   b. web browser
   c. web server
   d. none of the above

7. _____ are the infrastructure consisting of long distance networks that is connecting countries and continents.
   a. Global information distribution network
   b. Local on-ramps
   c. Consumer access equipment
   d. All of the above

8. _____application uses direct communication between computers to share resources.
   a. Centralized
   b. Client server
   c. Peer-to-peer
   d. None of the above

9. Interception is a significant _____ threat.
   a. confidentiality
   b. integrity
   c. availability
   d. authenticity

10. _____ is used to prevent unauthorized internet users from accessing private networks connected to the Internet, especially Intranets.
   a. Encryption
   b. Firewall
   c. SET
   d. None of the above

11. Which belongs to the intellectual property protection?
   a. Copyright
   b. Patent
   c. Trademark law
   d. All of the above

12. A copyright protects original forms of expression such as writings, art, drawings, photographs, music, motion pictures, performances, and computer programs from being copied by others for a minimum _____ years.
   a. 10
   b. 20
   c. 35
   d. 50

13. Supply Chain Management deals with:
   a. Selling of goods and services to the customers
   b. Procurement of raw materials to the organization
   c. Corporate selling
   d. All of the above

14. Apache HTTP Server supports_____.
   a. password authentication
   b. digital certificate authentication
   c. both (a) and (b)
   d. none of the above

15. _____ is the number of HTTP requests that a particular hardware and software combination can process in a unit of time.
   a. Response Time
   b. Throughput
   c. Request Time
   d. All of the above

16. An IPv6 Internet address is _____ bits.
   a. 32
   b. 64
   c. 128
   d. 256

17. The most recent version of HTML is_____.
   a. HTML3
   b. HTML4
   c. HTML5
   d. HTML6

18. An _____ is a Web application that enables Internet users to communicate with each other, although not in real time.
   a. online chat
   b. online forum
   c. instant messaging
   d. blogging

19. "pay-as-you-go" and "pay-as-you-grow" strategies is adapting for_____.
   a. e-business
   b. web media
   c. online card
   d. cloud computing

20. **Which of the following is NOT the method of protecting the intellectual digital works?**
    a. Software metering
    b. Digital Watermarks
    c. Software Envelops
    d. Digital Envelops

21. **Delivering products and services that push is called:**
    a. Service Excellence
    b. Operational Excellence
    c. Continuous Excellence
    d. All of the above

22. **CRM stands for :**
    a. Customer referred Management
    b. Customer Related Management
    c. Customer Relationship Management
    d. All of the above

23. **Which of the following is NOT relevant to marketing via the Internet?**
    a. Click-and-mortar marketing.
    b. Viral marketing.
    c. Mobile marketing.
    d. Brick-and-mortar marketing

24. **Customers being able to buy products and services on the Internet is a result of:**
    a. E-business
    b. E-marketing
    c. E-purchasing
    d. E-commerce

25. **Which of the following is NOT an offer of major B2B marketers online?**
    a. Product information
    b. Customer purchasing
    c. Customer support services
    d. Open trading networks

26. **Which of the following is NOT online payment mode in E-commerce?**
    a. Cash in delivery
    b. Cash before delivery
    c. Credit Card
    d. Both (a) & (b)

27. _____ **is a type of malware (often a worm) that locks your computer or files to stop you from accessing them.**
   a. Virus
   b. Worm
   c. Ransomware
   d. All of the above

28. During E-commerce transaction we should ensure:
   a. Integrity
   b. Confidentiality
   c. Security
   d. All of the above

29. The basic ethical principles are_____.
   a. responsibility
   b. liability
   c. accountability
   d. all of the above

30. _____ **automatically redirecting a Web link to an address different from the intended one.**
   a. Spoofing
   b. Ransomware
   c. Worm
   d. Pharming

SECTION B
Short Answers Questions
Answer any five (5) questions out of eight (8) questions   (5*6=30)

1. With the concept of e-Commerce, explain the role of e-commerce.

2. On the basis of Internet how TCP/IP communication protocol works in the communication role?

3. Explain different components of the e-commerce software where consumer is interconnected through internet with example.

4. Discuss the various threats of the electronic commerce.

5. Describe any three common business models for selling on the web.

6. Define Electronic Data Interchange. How EDI automate the supplier and customer environment? (2+4)

7. Explain the various strategies for web auction.

8. Write short notes on: **(any two)** (2*3)
   a. Packet-switches networks
   b. Internet and World Wide Web
   c. Virtual community

SECTION C
Long Answer Questions
Attempt any two (2) questions out of three (3) questions (2*20=40)

1. Explain the international nature of Electronic Commerce. Elaborate the different environments of electronic commerce in detail. (8+12)

2. State about Electronic Payment System which is necessary for day to day operating work. Explain in detail the main four payment system connecting the current scenario. (4+16)

3. Suppose you are an IT graduate and recently you have joined an organization, so how will you analyze the various business plans for implementing electronic commerce in that particular organization. Elucidate.

****BEST OF LUCK****