

Multiple Choice Question (30 Questions)

30 * 1 = 30

1. The dimension of ecommerce that enables commerce across national boundaries is called _____.
 - a) Interactivity
 - b) Global reach
 - c) Richness
 - d) Ubiquity
2. Which of the following is part of four main types of ecommerce?
 - a) B2B
 - b) B2C
 - c) C2B
 - d) All of above
3. 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
4. CRM stands for
 - a) Customer referred management
 - b) Customer related management
 - c) Customer relationship management
 - d) All of the above
5. Which of the following represents a limiting factor for the growth of ecommerce?

- a. Persistent cultural attraction of physical markets and traditional shopping experiences
 - b. Inadequate selections of goods compared to physical marketplace
 - c. E-commerce lacks the convenience of other methods of transacting business.
 - d. The potential audience for ecommerce is too low to support it as a widespread method of ecommerce
6. The fastest growing form of online advertising is _____.
- a) Banner ads
 - b) Pop-up ads
 - c) Rich media/video ads
 - d) Pop-under ads
7. The source of revenue in subscriptions revenue model is _____
- a) Fees from advertisers in exchange for advertisements
 - b) Fees for business referrals
 - c) Fees from subscribers in exchange for access to content or services
 - d) Fees for enabling or execution of a transaction
8. The solution of all the business needs is:
- a) EDI
 - b) ERP
 - c) SCM
 - d) None of the above
9. What is the percentage of customers who visit a website and actually buy something called?
- a) Affiliate programs

- b) Click Through
- c) Spam
- d) Conversion rate

10. Digital Signature is a _____ -

- a) Digital id, send as an attachment to a webpage/email/messages
- b) Is used for verifying the attachment send using web
- c) Both a and b
- d) None of these

11. Ecommerce has _____ scope than E-business or Digital Business.

- a) Higher
- b) Wider
- c) Narrower
- d) More

12. Which protocol permits users to transfer files from the server to their client computer, and vice versa?

- a) HTTP
- b) SMTP
- c) IMAP
- d) FTP

13. Which of the following college consumer online behavioral data and channelize the marketing campaign.

- a) Aggregator Model
- b) Brokerage Model
- c) Info-mediatory Model
- d) None of the above

14. Which of the following refers to creating products tailored to individual customers?

- a) Customization
- b) Aggregation
- c) Direct Materials
- d) Reverse auction

15. Amazon.com is well known for which ecommerce marketing technique?

- a) Banner-ads
- b) Pop-up ads
- c) Affiliate Programs
- d) Viral Marketing

16. Which of the following are the primary characteristics 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.

17. E-cheque are _____

- a) Prepaid
- b) Postpaid
- c) Both Prepaid and Postpaid
- d) None of these

18. Which of the following is a useful security mechanism when considering business strategy and IT?

- a) Encryption
- b) Decryption
- c) Firewall
- d) All of above

19. The fastest growing form of advertisement is

- a) Banner ads

- b) Pop-up ads
 - c) Rich media/Video ads
 - d) Pop-under ads
20. The terms 'purchasing' and 'procurement' are often used synonymously but which of the following statements provides a more refined distinction?
- a) Purchasing has a broader meaning than procurement
 - b) Procurement has a broader meaning than purchasing
 - c) Procurement is broadly equivalent to purchasing
 - d) None of the above
21. There are benefits and practical considerations to take into account when introducing e-procurement. There are also different types or applications. Which one of these enables the purchasing company to buy goods and services that have the lowest price or combination of lowest price and other conditions through internet technology?
- a) E-tendering
 - b) E-reverse auction
 - c) E-informing
 - d) E-sourcing
22. What is Local commerce?
- a) P2O
 - b) O2O
 - c) All of above
 - d) None of above
23. What is inbound logistics?
- a) Distributing manufacturing products to the consumer
 - b) Processing the raw material to the final products
 - c) Bringing in the raw material to manufacture the goods.
 - d) All of the above

24. What is a function of ERP?

- a) Warehousing
- b) Scheduling
- c) Sales
- d) All of the above

25. Which process is used to reinstall data from a copy when the original data has been lost?

- a) Backup
- b) Recovery
- c) Benchmarking
- d) Data Cleansing

26. Which of the following is the characteristics of a firewall?

- a) Examines each message as it seeks entrance to the network
- b) Block messages without correct markings from entering the network
- c) Detects computer communicating with the internet without approval
- d) All of the above.

27. Which belongs to intellectual property protection?

- a) Copyright
- b) Patent
- c) Trademark Law
- d) All of above

28. 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 system cards
- b) E-government identity cards
- c) FEDI cards
- d) Smart cards

29. All of the following are types of social marketing except _____.

- a) Affiliate marketing
- b) Blog advertisement
- c) Social network advertising
- d) Game advertisement

30. 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) others

Group B

Answer Short Question (8 Questions)

5 * 6 = 30

1. What is the difference between Local and Social ecommerce?
2. Discuss Ecommerce Framework? Explain with figure
3. On the basis of the Internet how TCP/IP communication protocol works in the communication role?
4. Write down the basic and advanced features that make the ecommerce software.
5. What is digital signature? Explain its component and usage in e business.
6. Discuss about strategy of identifying and reaching customers.
7. What is EDI, discussed along with its architecture?
8. What is Procurement Logistic Management?

Group C

Answer Long Question

20 * 2 = 40

1. Differentiate between B2B and B2C? Explain the relationship between B2B and B2C and define the major activities involved in B2B and B2C? Define the working mechanism of credit cards.
2. What is the difference between a chip card and magnetic card? Explain in detail the types of payment system connecting the current scenario? Write down the working mechanism of a credit card. [4+12+4]