

AECC Paper NO.BC4.4(a)
B.Com (p) IInd year Semester IV
E-Commerce

Multiple Choice Questions

1. Which of the following model is part of E-Governance:
 - a. G2B
 - b. G2C
 - c. B2G
 - d. C2G

2. SCM is a game of 4 C's = Collaboration ; Co-operation ; Co-ordination and:
 - a. Controlling
 - b. Connectivity
 - c. Communication
 - d. Customer

3. URL stands for:
 - a. Uniform Resource Locator
 - b. Universal Resource Locator
 - c. Universal Random Locator
 - d. Uniform Random Locator

4. SET protocol on internet stands for:
 - a. Secure Electronic Transaction
 - b. Secure Internet Transaction
 - c. Secure Establish Transaction

d. Secure Electronic Transmission

5. Information Technology Act, 2000 is based on which Model Law of E-Commerce adopted by United Nation:

- a. UNICITRAL
- b. UNCITRAL
- c. UNICITRAL
- d. UNCITRAL

6. Which of the following are empty tag:

- a. Paragraph Tag <p>
- b. Pre-Tag <pre>
- c. Horizontal Rule Tag <hr>
- d. Emphasized Text

7. Who breaks into other people's computer system and steals and destroys information:

- a. Hackers
- b. Software
- c. Hacktivists
- d. Script Kiddies

8. Which one is not a layer of E-Commerce infrastructure:

- a. Physical Layer
- b. Product Layer
- c. Service Layer
- d. None

9. Which process is used to re install data from a copy when the original data has been lost

- a. Backup
- b. Recovery

- c. Bench marking
 - d. Data cleansing
10. What is the percentage of customers who visit a website and actually buy something:
- a. Affiliate Program
 - b. Click-through
 - c. Spam
 - d. Conversion rate
11. The solution for all business needs is:
- a. EDI
 - b. ERP
 - c. SCM
 - d. None of These
12. Digital Cash has following characteristic
- a. Anonymity
 - b. Security
 - c. Confidentiality
 - d. All of Above
13. Amazon.com is well known for which E-Commerce marketing technique:
- a. Banner ads
 - b. Pop-up ads
 - c. Affiliated Programs
 - d. Viral Marketing
14. Which of the following is an internet-based company that makes it easy for one person to pay another over the internet:
- a. Electronic Check
 - b. Electronic bill presentment and payment
 - c. Conversion rates
 - d. Financial cybermediary

15. What floods a website with so many request for service that it slows down or crashes:
- Computer virus
 - Worm
 - Denial of service attack
 - None of above

Answers: 1-(d) ; 2-(b) ; 3-(a) ;4-(a) ; 5-(b) ; 6-(c) ;7-(a) ; 8-(d) ; 9-(b) ; 10-(d) ;
11-(b) ; 12-(d) ; 13-(c) ; 14-(d) ; 15-(c)

SHORT QUESTIONS

- 1) What do you understand by the term “E-Commerce”. How does it differ from e-business?
- 2) What are the different drivers of E-Commerce?
- 3) What is Supply chain Management?
- 4) Differentiate between B2B and B2C in e-commerce.
- 5) Explain URL & Web browsers.
- 6) What do you understand by cookie? Why cookies are required.
- 7) What is an IP address
- 8) What is an ERP
- 9) Explain electronic cash
- 10) What are the advantages and disadvantages of online banking

LONG QUESTIONS

- 1) Explain the different layers of ISO-OSI Reference model of internet protocol
- 2) Explain different type of e-tailing or e-retailing business model
- 3) What are the various properties of money that are addressed by the ACID test and ICES Test.
- 4) What is payment gateway? Explain the various steps involved in net bill system?
- 5) In what ways is the security critical in E-Commerce.
- 6) How copyright law is different from the Patent law?
- 7) What are the difference between Brick and click and Pure business model?
- 8) What is credit card laundering? What are the risks associated with credit card laundering.
- 9) What is one to one enterprise. Discuss the steps in the implementation of one to one enterprise
- 10) Compare and contrast intranet and extranet.