Paper Code - 3651

B.B.A. Semester-III
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E-Commerce

કુલ સમય :– : ૬૦ મીનીટ **કુલ પ્રશ્નો :** ૫૦ **વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો :** ૩૫

નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

Q 1. The dimension of E-commerce that enables commerce to be present everywhere at once is called _____.
[A] Interactivity [B] Global Reach [C] Ubiquity [D] Information Density

Q 2. Amazon.in and flipkart.com belong to which segment of E-Commerce?
[A] B to B [B] B to C [C] C to B [D] B to G

Q 3. Which of the following are among the benefits of E-commerce enjoyed by consumers?
[A] More Choices [B] Reduced Inventories [C] Price comparisons [D] a and c

Q 4. E-procurement generally happens in which type of E-commerce?
[A] B to C [B] B to G [C] C to C [D] B to B

Q 5. All E-commerce businesses may become virtual Multinational Corporations.
[A] True [B] False

Q 6. DNS stands for….
[A] Domain New Support [B] Domain Name System [C] Domain Name Support [D] Domain Name Security

Q 7. ISP stands for…
[A] Internet Service Provider [B] Internet Security and Privacy
[C] Internet Supreme Protocol [D] Internet Signal Provider

Q 8. What is the full form of WWW?
[A] World Wide Wellness [B] Work Wide Web [C] World Wide Web [D] None of the Above

Q 9. A _____ is a software application for retrieving presenting and traversing (passing, transferring) information resources on the World Wide Web.
[A] Web Browser [B] Web Program [C] Internet Protocol [D] Internet Prototype

Q 10. In chintan@gmail.comchintanis _____ and gmail.com is _____.
[A] Account Name, Browser Name [B] Domain Name, Account Name
[C] Account Name, Domain Name [D] None of the above

Q 11. By using which of the following instruments we are using borrowed money?
[A] Credit Card [B] Debit Card [C] Security Card [D] All of the Above

Q 12. Which of the following functionis NOT performed by a Debit Card?
[A] Cash Withdrawals [B] Facilitates Commerce [C] To build credit [D] Fraud Prevention

Q 13. Making available goods and services as per the specific requirements of the customers is called _____.
[A] Advertising [B] Customization [C] Ubiquity [D] Unique Selling Preposition

Q 14. One to one marketing delivers economies of scope rather than economies of scale.
[A] True [B] False

Q 15. Which one of the following is a Non-transactional task that can be performed through E-banking?
[A] Transferring funds to your own accounts [B] Viewing account balances
[C] Paying Phone Bill [D] Subscribing Securities

Q 16. HomeShop18 television channel is an example of ____
[A] Direct Marketing Channel [B] Direct Response TV
[C] TV Response Marketing – Infomercials [D] All of the Above

Q 17. Registration of an individual for e-ticket booking on Indian Railway is Free.
[A] Ture [B] False

Q 18. Which of the following information is NOT printed on E-ticket of Railway?
[A] Age [B] Name [C] Address [D] Senior Citizen status

Q 19. Which of the following is a term related to security mechanism?
[A] Encryption [B] Withdrawal [C] E-cash [D] Sharing

Q 20. Digital Signature is _____ .
[A] A digital id, sent as an attachment to a web page/e-mail/message
[B] Signature of a Manager
[C] Signatures which are scanned and used for personal purpose
[D] None of the above

Q 21. Which one of the following is NOT a legal issue related to E-commerce?
[A] Security [B] Contract [C] Privacy and Data Protection [D] Wide choice

Q 22. Systems that read and interpret individual human traits such as finger prints, irises etc. in order to grant or [A] deny access are used in _____
[A] ATM Card Reader [B] Biometric Authentication [C] A Smart Card [D] Railway Ticket Checking

Q 23. Rising middle class with disposable income is one of the hurdles for growth of E-commerce in India.
[A] True [B] False

Q 24. Which one of the following is an important feature of Conventional Commerce?
[A] Ubiquity [B] Global Reach [C] Touch and Feel [D] Electronic platform

Q 25. If you are a business, a domain name gives you credibility.
[A] True [B] False

Q 26. FTP stands for _____.
[A] Fund Transaction Password [B] File Transfer Protocol
[C] File Transfer Process [D] Fund Transfer Protocol

Q 27. Tiny files deposited on a computer hard drive when a user visits certain Web Sites are called_____
[A] Web bugs [B] Spyware [C] Spam [D] Cookies

Q 28. Which one of the following is NOT a direct marketing channel?
[A] E-mail Marketing [B] Tele Marketing [C] Store based Retailing D] Direct Response TV

Q 29. Digitization of products and process applies particularly to _____.
[A] Software and Music/video Products [B] Hardware Products
[C] Apparels Products [D] All of the Above

Q 30. Government of India enacted Information Technology Act (IT Act) in which year?
[A] 1998 [B] 1999 [C] 2000 [D] 2001

Q 31. MakeMyTrip.com is an example of _____?
[A] Online Trading Firm [B] Online Travel Agent
[C] Online portal of an Airline [D] Online Matrimonial Site

Q 32. Which one of the following is/are key driver/s for growth of E-commerce in India?
[A] Rising standard of living [B] Busy lifestyles
[C] Availability of much wider product range [D] All of the Above

Q 33. Criminal activity that either targets or uses a computer, a computer network or a networked device is called _____.
[A] A small crime [B] A serious crime [C] A cyber crime [D] A conventional crime

Q 34. Which one of the following is/are advantage/s of having an e-ticket?
[A] Time saving [B] Quick check-ins [C] Convenience [D] All of the Above

Q 35. Which one of the following is a disadvantage of E-banking?
[A] Ubiquity [B] Spyware Program [C] Time limitation [D] Robbery

Q 36. Investment purchase or sale is a _____ that can be performed through online banking facility.
[A] Non transactional activity [B] An inquiry [C] Transaction [D] Searching activity

Q 37. SMS stands for _____
[A] Short Message System [B] Smart Message Service [C] Short Message Service [D] Smart Message System

Q 38. Which one of the following is a social media site?
[A] www.bseindia.com [B] www.irctc.co.in [C] www.ICICIdirect.com [D] www.instagram.com

Q 39. Which one of the following is NOT a format of display advertisements on web pages?
[A] Pop-ups [B] Wall paintings [C] Static banners [D] Videos

Q 40. E-marketing can also be referred to as _____.
[A] Web marketing [B] Internet marketing [C] Online marketing [D] All of the Above

Q 41. PIN stands for_____.
[A] Personal Identification Number [B] Parcel Identification Number
[C] Portfolio Identity Number [D] Partial Identity Notification

Q 42. Cash cannot be withdrawn using a Credit Card.
[A] True [B] False

Q 43. 'Ciphertext' is a term related to _____.
[A] Encryption [B] E-ticket [C] Surfing [D] Online Marketing

Q 44. Web Publishing is _____is.
[A] General Publishing [B] The process of publishing content on the internet
[C] Getting publicity using social media sites. [D] None of the Above

Q 45. Internet address through which a Website is accessible is called _____.
[A] Uniform Research Location [B] Uniform Resource Locator
[C] Ubiquity Resource Locator [D] Ubiquity Related Location

Q 46. It is not necessary to link which of the following cards to a bank account?
[A] Debit Card [B] ATM Card [C] Credit Card [D] None of the above

Q 47. Which of the following is/are benefits of E-marketing?
[A] E-marketing is very economical [B] E-marketing is a fast way to promote product/s
[C] Work can be done with less manpower [D] All of the Above

Q 48. Nowadays banking services can be availed through….
[A] Personal Computer [B] Mobile Phone [C] Personal Visit [D] All of the Above

Q 49. What is the full form of IP?
[A] Internet Password [B] Internal Protocol [C] Internet Protocol [D] Internet Password

Q 50. The Government of India has introduced _____, a simple mobile based platform for digital payments.
[A] Google Pay [B] BHIM App [C] Amazon Pay [D] Paytm