

**BACHELOR OF COMMERCE
FOURTH SEMESTER [REPEAT]
E-COMMERCE
BCM – 402**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. is concerned with the buying and selling information, products and services over computer communication networks.
 - a. Commerce
 - b. E-commerce
 - c. E-marketing
 - d. None of these
2. Which of the following is an example of a B2C e-commerce transaction?
 - a. A company purchasing software from another company online
 - b. A consumer buying shoes from an online retailer
 - c. A person selling their old phone on eBay
 - d. A manufacturer buying raw materials from a supplier online
3. Companies like Flipkart, Meesho and Myntra belong to which type of E-commerce (EC) segment?
 - a. B2B
 - b. C2B
 - c. P2P
 - d. B2C
4. is a function of E-commerce.
 - a. Marketing
 - b. Supply Chain
 - c. Finance
 - d. All of the above
5. Which of the following option is not the advantage from e-commerce?
 - a. Increase in customer availability
 - b. Always available
 - c. Increase in credibility
 - d. Convenience in comparison
6. Which E-commerce transaction offers the advantages of doing away with the need for a middleman?
 - a. Consumer to Business
 - b. Government to Business
 - c. Business to Consumer
 - d. Business to Government
7. Which one of the following is not considered to be the part of three phases of e-commerce?
 - a. Reinvention
 - b. Preservation
 - c. Globalization
 - d. Commercialization
8. is NOT a mode of ePayment in e-commerce.
 - a. eCheque
 - b. Debit Card
 - c. Credit Card
 - d. Cash on Delivery

9. What is web technology?
 - a. A collection of tools and techniques used to create and deliver content on the World Wide Web
 - b. A type of software that enables users to access and interact with information on the internet
 - c. A network of interconnected computers that share information and services
 - d. A system for storing and retrieving information on the internet
10. Which of the following is used to read a HTML page and render it?
 - a. Web server
 - b. Web matrix
 - c. Web browser
 - d. None of the mentioned
11. Which of the following is not associated with web socket communication?
 - a. https
 - b. wss
 - c. Ws
 - d. http
12. Which HTML tag is used to create a hyperlink?
 - a. <link>
 - b. <href>
 - c. <a>
 - d. <hyperlink>
13. What is the main advantage of using e-payment systems over traditional cash payments?
 - a. They are more convenient and easier to track
 - b. They offer lower transaction fees
 - c. They are more secure and less prone to fraud
 - d. They are more universally accepted across all vendors
14. What does "PIN" stand for in the context of electronic payments?
 - a. Personal Identification Number
 - b. Payment Information Network
 - c. Public Interface Node
 - d. Payment Integration Node
15. Which of the following is an example of a digital payment system that uses a mobile app?
 - a. Credit card payment
 - b. Debit card payment
 - c. Digital wallet payment
 - d. Internet banking payment
16. The BHIM app was launched by Prime Minister Narendra Modi on:
 - a. 15th August, 2016
 - b. 31st October, 2016
 - c. 26th January, 2016
 - d. 30th December, 2016
17. The use of the Internet or other electronic means to stalk or harass an individual, a group of individuals, or an organisation is termed:
 - a. Cyberspace
 - b. Cyber stalking
 - c. All of the above
 - d. None of these
18. refers to sending email to thousands and thousands of users similar to a chain.
 - a. Email spamming
 - b. Email bombing
 - c. Trojan attack
 - d. None of these

19. By hacking web server taking control on another person's website called as web.....
- a. Spoofing
 - b. Hijacking
 - c. Spamming
 - d. None of these
20. In cyber law terminology 'Dos' means:
- a. Denial of Service
 - b. Disc operating System
 - c. Distant operator Service
 - d. None of these

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E

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Briefly discuss the various driving forces of E-commerce. 10
2. Elaborate the E-commerce Sales Product Life Cycle (ESLC) Models. 10
3. Describe the role played by E-commerce service providers and vendors. 5+5=10
4. Write short notes on: 5+5=10
 - a) Role of World Wide Web in the field of E-commerce
 - b) Domain Name System (DMS)
5. Define Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Explain with examples how each helps a website get more visitors. 3+3+4=10
6. List any five benefits of payment gateway to e-commerce? Explain its working with suitable diagram. 5+5=10
7. What is debit card? What are its advantages? How is it different from credit card? 2+4+4=10
8. Write the concept of E-commerce security. Discuss the various threats in E-commerce security. 2+8=10

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