

**BACHELOR OF COMMERCE  
FOURTH SEMESTER  
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. 15<sup>th</sup> August, 2016
  - b. 31<sup>st</sup> October, 2016
  - c. 26<sup>th</sup> January, 2016
  - d. 30<sup>th</sup> 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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**( 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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