

**BACHELOR OF COMMERCE
FOURTH SEMESTER
E-COMMERCE
BCM – 941 [IDMj]**

**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. E-commerce is.....
 - a. Electric commerce
 - b. Electronic commerce
 - c. Electro commerce
 - d. None of these
2. When a person purchases a coffee at store.starbucks.com is an example of.....
 - a. B2C
 - b. B2B
 - c. C2C
 - d. G2C
3.is the use of online delivery of educational materials and methods, using information technologies, for the purposes of learning, teaching, training, or gaining knowledge at any time, and at many different locations.
 - a. Field Visit
 - b. Offline Learning
 - c. Classroom Learning
 - d. E-Learning
4. Which segment do eBay, amazon.com belong?
 - a. B2B
 - b. B2C
 - c. C2C
 - d. G2C
5. An.....is an electronic space where sellers and buyers meet and conduct different types of transactions.
 - a. Market
 - b. Bazar
 - c. e-marketplace
 - d. Shop
6. A system of interconnected electronic components or circuits is known as:
 - a. Electronic Network
 - b. Metamarket
 - c. Electronic Markets
 - d. Marketplaces
7. EFT stands for.....
 - a. Electronic fund transmission
 - b. Electronic foreign transmission
 - c. Electronic feature transfer
 - d. Electronic feature transmit
8. SSL stands for.....
 - a. Socket secure layer
 - b. Secondary segment layer
 - c. Secure sockets layer
 - d. Secure system layer

9. World wide web (WWW) was introduced in the year.....
 - a. 1990
 - b. 1996
 - c. 1992
 - d. 1994
10. What is 'EOQ' in Inventory control?
 - a. Economic Occurring Quantity
 - b. Economic Order Quantity
 - c. Economic Over Quantity
 - d. Economic of Quantity
11. Which E-commerce company has launched Shopsy, allowing Indians to start shops for free?
 - a. AJIO
 - b. Amazon
 - c. Flipkart
 - d. Snapdeal
12.by friends, even by people that you do not know are usually available for social shoppers.
 - a. Favor
 - b. Advice
 - c. Consultation
 - d. Ratings and reviews
13. Electronic Data Interchange is necessary in.....
 - a. B2C e-Commerce
 - b. B2B e-Commerce
 - c. C2C e-Commerce
 - d. Commerce using internet
14. E-Banking is also known as.....
 - a. Net Banking
 - b. Traditional Banking
 - c. ATM
 - d. None of the above
15. The fastest growing form of online advertising is.....
 - a. Banner ads
 - b. Pop-up ads
 - c. Rich media/video ads
 - d. Pop-under ads
16. A.....is a plastic payment card that contains data in an embedded microchip.
 - a. PAN card
 - b. Aadhaar Card
 - c. Smart card
 - d. None of the above
17. Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as.....
 - a. Spoofing
 - b. Snooping
 - c. Sniffing
 - d. None of these
18. Ais an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications.
 - a. Digital signature
 - b. Digital certificates
 - c. SSL
 - d. None of these
19. India has enacted the first IT Act in the year.....
 - a. 2001
 - b. 2002
 - c. 2009
 - d. 2000

20. is a person who breaks in or trespasses a computer system.
- a. Snooper
 - b. Hacker
 - c. operator
 - d. Spoofer

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. Define E-commerce and discuss the benefits of E-commerce. | 2+8=10 |
| 2. Elaborate the E-commerce Product Sales Lifecycle with suitable examples. | 10 |
| 3. Discuss the various manpower associated with E-commerce. | 10 |
| 4. Examine the different types of E-commerce. | 10 |
| 5. Define Search Engine Optimization (SEO). Discuss its strategies and techniques. | 2+4+4=10 |
| 6. What is E-Payment? Highlight the various E-Payment methods. | 2+8=10 |
| 7. Define Electronic Signature and Digital Signature. Explain its differences. | 2+2+6=10 |
| 8. Critically analyze the current Status of E-commerce in India. | 10 |

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