

U.G. 3rd Semester Examination - 2021**COMMERCE****[HONOURS]****Course Code : BCOMSEHT305****Course Title : E-Commerce**

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate marks.

Answer all the questions by choosing correct alternative:

2×25=50

1. Which of the following describes E-Commerce?
 - a) Doing business electronically
 - b) Doing business
 - c) Sale of goods
 - d) All of the above
2. B 2 B stands for
 - a) Business to Buyer
 - b) Business to Builder
 - c) Business to Business
 - d) Builder to Business
3. C 2 C stands for
 - a) Company to Company
 - b) Consumer to Consumer
 - c) Corporation to Consumer
 - d) Company to Customer
4. The best product to sell in B 2 C E-Commerce is
 - a) Small Product
 - b) Digital Product
 - c) Speciality Product
 - d) Fresh Product
5. The ability to reach directly to the customers is the _____ of e-commerce.
 - a) Threat
 - b) Weakness
 - c) Strength
 - d) Disadvantage
6. The solution for all business needs is
 - a) EDI
 - b) ERP
 - c) SCM
 - d) ABC
7. Function of E-Commerce is
 - a) Marketing
 - b) Advertising
 - c) Warehousing
 - d) All of the above
8. Percentage of customers who visited website and actually purchase the product is known as
 - a) Affiliate programs
 - b) Click through
 - c) Spam
 - d) Conversion rate
9. UPI stands for
 - a) Unified Payment Index
 - b) Unified Payment Interface
 - c) Unified Public Index
 - d) Unified Performance Interface

10. Digital cash has the following characteristics:
- a) Confidentiality b) Anonymity
 - c) Security d) All of these
11. Which one is not an online payment mode?
- a) COD/Cash on Delivery
 - b) Debit card
 - c) E-cheque
 - d) Credit card
12. _____ is an early form of E-Commerce.
- a) SCM b) EDI
 - SCM EDI
 - c) Both (a) & (b) d) None of these
13. Promotion of Product in E-Commerce can be done by
- a) Social media b) Online ads
 - c) Blog d) All of the above
14. Through which business process connects manufacturers, retailers, customers and suppliers to develop and delivers products.
- a) E-Commerce b) EDI
 - c) Networking d) SCM
15. The system of money transfer between two banks on real time basis is known as
- a) NEFT b) RTGS
 - c) ECS d) None of these
16. Which is not the applicable area of E-Commerce?
- a) E-Learning b) E-Banking
 - c) E-Auction d) None of these
17. In which year IT Act was introduced?
- a) 2000 b) 2020
 - c) 2001 d) 2010
18. Which of the following is not related to security mechanism?
- a) Encryption b) Decryption
 - c) E-cash d) All of the above
19. Which one is also known as plastic money?
- a) Cash b) Debit Card
 - c) Credit Card d) All of these
20. CRM is
- a) Customer Relationship Mechanism
 - b) Customer Relationship Machine
 - c) Customer Recovery Mechanism
 - d) Customer Relation Machine

21. _____ Provide security and privacy for the use of the web page.
- a) HTTP b) HTML
 - c) FTP d) WWW
22. In E-Commerce who hold the payment card (i.e. Credit Card or Debit Card)?
- a) Customer b) Issuer
 - c) Merchant d) All of the above
23. A digital wallet
- a) is a hardware application
 - b) does not offer secure enrollment of the users
 - c) is a software application
 - d) is basically an electronic document
24. Which is the function of specifying access of rights to resources related to information security?
- a) OTP b) PIN
 - c) Authorization d) Pass Code
25. Which refers to paying the money back to the buyer after the price has been deducted from the Account?
- a) Refund b) Return
 - c) Deduction d) Charge base
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