

**U.G. 4th Semester Examination - 2022****COMMERCE****[PROGRAM]****Course Code : BCOMSERT404****Course Title : E-Commerce**

Full Marks : 50

Time : 2 Hours

*The figures in the right-hand margin indicate marks.*

Answer **all** the following questions by choosing the correct alternative out of four options:  $2 \times 25 = 50$

1. E-commerce stands for
  - a) Electrical Commerce
  - b) Electronic Commerce
  - c) Entertainment Commerce
  - d) Electro Chemical Commerce
2. \_\_\_\_\_ describes e-commerce.
  - a) Doing business offline
  - b) Doing business electronically
  - c) Surfing online
  - d) Both (a) & (b)
3. \_\_\_\_\_ is NOT a function of E-commerce.
  - a) Warehouse
  - b) Finance
  - c) Marketing
  - d) None of the above
4. \_\_\_\_\_ is a function of E-commerce.
  - a) Marketing
  - b) Supply Chain
  - c) Finance
  - d) All of the above
5. \_\_\_\_\_ mainly deals buying and selling, especially on a large scale.
  - a) Shopping
  - b) Retailing
  - c) Distribution
  - d) Commerce
6. E-commerce has \_\_\_\_\_ scope than E-Business or Digital Business.
  - a) Higher
  - b) Wider

- c) Narrower
  - d) More
7. \_\_\_\_\_ is a system of interconnected electronic components or circuits.
- a) Marketplaces
  - b) Metamarkets
  - c) Electronic Markets
  - d) Electronic Network
8. All electronically mediated information exchanges are known as \_\_\_\_\_.
- a) E-Business
  - b) E-Commerce
  - c) Digital Business
  - d) None of the above
9. \_\_\_\_\_ are markets connected through modern communication networks and powered by high-speed computers.
- a) Marketplaces
  - b) Metamarkets
  - c) Electronic Markets
  - d) Electronic Network

10. \_\_\_\_\_ is NOT an example of E-Commerce Platform.
- a) Amazon Pantry
  - b) Reliance SMART
  - c) Flipcart plus
  - d) DMart Ready
11. EC in EC Business models stands for \_\_\_\_\_.
- a) E-Connected
  - b) Electronic Commerce
  - c) Essential Commerce
  - d) Electric Commerce
12. \_\_\_\_\_ is part of the four main types for e-commerce.
- a) B2B
  - b) P2P
  - c) C2A
  - d) All of the above
13. Companies like Flipkart, Shopclues and Myntra belong to the \_\_\_\_\_ Ecommerce (EC) segment.
- a) B2B
  - b) P2P

- c) B2C
  - d) C2B
14. OLX is an example of \_\_\_\_\_ E-commerce segment.
- a) B2B
  - b) B2C
  - c) C2B
  - d) C2C
15. Customers pay a fixed amount, usually monthly or quarterly or annually, to get some type of service is known as \_\_\_\_\_ E-Commerce Business Model.
- a) Licensing
  - b) Transaction
  - c) Affiliate
  - d) Subscription
16. This E-Commerce business model mainly focuses on selling products or services online:
- a) Indirect Marketing
  - b) Marketplace
  - c) Online Direct Marketing
  - d) Brick & Mortar

17. \_\_\_\_\_ is related to software frameworks for e-commerce applications.
- a) WordPress Framework
  - b) E-commerce Framework
  - c) Business Framework
  - d) .NET Framework
18. \_\_\_\_\_ is a retail fulfilment method where a store doesn't keep the products it sells in stock.
- a) Aggregator Model
  - b) Dropshipping
  - c) Affiliate
  - d) Advertising Model
19. \_\_\_\_\_ type of E-Commerce has trade and transaction dealings between business establishments.
- a) Business to Customer
  - b) Peer to Peer
  - c) Business to Business
  - d) Customer to Customer

20. Rupay Card is a
- a) Credit card
  - b) Identity card
  - c) Debit card
  - d) Prepaid card
21. E-cheques are
- a) Postpaid
  - b) Prepaid
  - c) Both
  - d) None
22. What is the full form of IMPS?
- a) Immediate Mobile Payment System
  - b) Instant Mobile Payment System
  - c) Instant Medium Payment System
  - d) Immediate Medium Payment System
23. Types of e-money is \_\_\_\_\_.
- a) enhancements to credit card systems
  - b) electronic cheque
  - c) electronic bank notes
  - d) All of the above
24. Payment gateways are used for
- a) Inter bank
  - b) Delivery process
  - c) Purchase
  - d) None of these
25. The disadvantages of electronic payment systems are
- a) Fraud
  - b) Impulse buying
  - c) Payment conflict
  - d) All of these