

Roll No.-----

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

552864

O.M.R. Serial No.

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BCA (Sixth Semester) Examination, 2024-25

(NEP)

(BCA6003)

E-COMMERCE

K-703

Paper Code

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(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका सीरीज

Question Booklet Series

D

Time : 1:30 Hours]

[Maximum Marks-75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

(Remaining instructions on the last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

1. Industry structure is defined as
 - (A) The nature of the players in an industry and their relative bargaining power
 - (B) A set of plans for achieving long term returns on the capital invested in a business firm
 - (C) Set of planned activities designed to result in a profit in a marketplace
 - (D) How a company's product or service fulfills the needs of customers
2. The dimension of e-commerce that enables commerce across national boundaries is called _____
 - (A) Interactivity
 - (B) Global reach
 - (C) Richness
 - (D) Ubiquity
3. "Google" is one of the most popular _____
 - (A) Portal
 - (B) Browser
 - (C) Search engine
 - (D) None of these
4. _____ is a form of supply chain where a series of assembly operations are carried out to obtain final product
 - (A) Converging supply chain
 - (B) Diverging supply chain
 - (C) Any of these
 - (D) None
5. _____ is automated methods of recognizing a person based on a physiological or behavioral characteristic.
 - (A) Biometrics
 - (B) Pin
 - (C) Both of these
 - (D) None of these

6. Trade mark, copyright, patent law etc comes under the purview of _____
- (A) Data protection
 - (B) Telecommunication laws
 - (C) Intellectual property laws
 - (D) None
7. E-mail which contains useless material is termed as _____
- (A) Spam
 - (B) Useless mail
 - (C) Trunk mail
 - (D) Junk mail
8. _____ is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account
- (A) Debit card
 - (B) Electronic purse
 - (C) Credit card
 - (D) Any of these
9. To accept a credit card for payment, we have to open a _____ account with our bank.
- (A) Savings bank
 - (B) Current account
 - (C) Merchant account
 - (D) Any of these
10. SET means _____
- (A) Standard Electronic Technology
 - (B) Standard Electronic Transfer
 - (C) Secure Electronic Transaction
 - (D) None of these

11. _____ is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation.
- (A) Debit card
 - (B) Credit card
 - (C) Electronic purse
 - (D) Any of these
12. This is a protocol which allows files to be transferred from one computer to another computer
- (A) tcp/ip
 - (B) ftp
 - (C) http
 - (D) None of these
13. _____ is a global web in which millions of users are communicating with each other with the help of computers.
- (A) Internet
 - (B) www
 - (C) Both of these
 - (D) None of these
14. The user reaches this page when they specify the address of a website
- (A) Home page
 - (B) Web page
 - (C) Summary page
 - (D) None of these
15. Which among the following is not an example for Search engine?
- (A) google
 - (B) msn
 - (C) alta vista
 - (D) none of these

16. _____ is an application layer protocol for distributed, collaborative, hypermedia information systems.
- (A) html
 - (B) http
 - (C) Both of these
 - (D) None of these
17. Among the alternate models of B2B e-commerce is the best means to obtain a competitive advantage in the Market place.
- (A) Process based
 - (B) Strategic relationship based
 - (C) Transaction based
 - (D) Any of these
18. _____ is a commercial process that includes production, distribution, sales or delivery of goods and services through electronic means :
- (A) e-commerce
 - (B) scm
 - (C) edi
 - (D) None of these
19. Which of the following is not a party of SCM ?
- (A) suppliers
 - (B) manufacturers
 - (C) distributors
 - (D) customers
20. Electronic Exchange of business documents in a standard format is known as _____
- (A) e-commerce
 - (B) e-business
 - (C) edi
 - (D) None of these

21. Who developed concept of value chain ?
- (A) Kaysha Michal Porter
 - (B) Michael Porter
 - (C) Nicoala Porter
 - (D) None of these
22. What is the process of making a copy of the information stored on a computer?
- (A) Backup
 - (B) Anti-virus
 - (C) Firewall
 - (D) Biometrics
23. ERP stands for
- (A) Enterprise resolution planning
 - (B) Enterprise reverse planning
 - (C) Enterprise resource planning
 - (D) None of the above
24. Who breaks into other people's computer systems and steals and destroys information?
- (A) Hackers
 - (B) Softwares
 - (C) Hacktivists
 - (D) Script kiddies
25. Which of the following is the primary characteristic of an intranet?
- (A) People outside the organization can access it
 - (B) People inside the organization can't access it
 - (C) People outside the organization can't access it
 - (D) None of the above

26. Which will not harm computer resources :
- (A) Firewall
 - (B) Virus
 - (C) Trojan horse
 - (D) None of the above
27. What automates business processes?
- (A) Workflow
 - (B) asp
 - (C) Workflow system
 - (D) eip
28. Which factor represents a systems ability to change quickly?
- (A) Flexibility
 - (B) Performance
 - (C) Capacity planning
 - (D) Benchmark
29. Which factor represents how well your system can adapt to increased demands?
- (A) Availability
 - (B) Accessibility
 - (C) Reliability
 - (D) Scalability
30. What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?
- (A) Client/server network
 - (B) Intranet
 - (C) Extranet
 - (D) Thin client

31. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?
- (A) Client/server network
 - (B) Intranet
 - (C) Extranet
 - (D) Thin client
32. When a transaction is processed online, how can the merchant verify the customer's identity?
- (A) Use secure sockets layers
 - (B) Use secure electronic transactions
 - (C) Use electronic data interchange
 - (D) Use financial electronic data interchange
33. Secure Sockets Layers does which of the following?
- (A) Creates a secure, private connection to a web server
 - (B) Encrypts information
 - (C) Sends information over the Internet
 - (D) All of the above
34. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.
- (A) encryption, decryption
 - (B) private, public
 - (C) encryption, public
 - (D) public, private
35. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
- (A) Internet commerce
 - (B) E-commerce
 - (C) Transaction information transfer
 - (D) Electronic data interchange

36. Which form of e-marketplace brings together buyers and sellers from the same industry?
- (A) Horizontal
 - (B) Vertical
 - (C) Integrated
 - (D) Inclined
37. Which type of products is lesser purchased using ecommerce?
- (A) Automobiles
 - (B) Books
 - (C) Softwares
 - (D) None
38. How the transactions occur in e-commerce?
- (A) Using e-medias
 - (B) Using computers only
 - (C) Using mobile phones only
 - (D) None of the above
39. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?
- (A) Switching costs
 - (B) Loyalty programs
 - (C) Entry barriers
 - (D) Affiliate programs
40. Which of the following is a useful security mechanism when considering business strategy and IT?
- (A) Encryption
 - (B) Decryption
 - (C) Firewall
 - (D) All the above

41. Unique value auction is mainly applies to?
- (A) New products
 - (B) Second hand products
 - (C) Engineering products
 - (D) None of the above
42. If it is easy for competitors to enter the market, the threat of new entrants is considered:
- (A) High
 - (B) Low
 - (C) More
 - (D) Less
43. If the threat of substitute products or services is low it is a(n):
- (A) Disadvantage to the supplier
 - (B) Advantage to the buyer
 - (C) Advantage to the supplier
 - (D) None of the above
44. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
- (A) Customer relationship management systems cards
 - (B) E-government identity cards
 - (C) Fedi cards
 - (D) Smart cards
45. What is the percentage of customers who visit a Web site and actually buy something called?
- (A) Affiliate programs
 - (B) Click-through
 - (C) Spam
 - (D) Conversion rate

46. Which is a function of E-commerce
- (A) Marketing
 - (B) Advertising
 - (C) Warehousing
 - (D) All of the above
47. The solution for all business needs is
- (A) edi
 - (B) erp
 - (C) scm
 - (D) None of the above
48. Which type deals with auction?
- (A) b2b
 - (B) b2c
 - (C) c2b
 - (D) c2c
49. _____ is an early form of E-commerce :
- (A) scm
 - (B) edi
 - (C) Both of these
 - (D) None of these
50. _____ is concerned with the buying and selling information, products and services over computer communication networks :
- (A) Commerce
 - (B) E-commerce
 - (C) E-business
 - (D) None of these

51. ACH is
(A) Acid Consistency House
(B) Automated Clearing House
(C) Automated Consistency House
(D) None of the above
52. EFT is
(A) Electronic Fund Transfer
(B) Electrical Fund Transfer
(C) Electronic Fast Transfer
(D) None of the above
53. _____ is an application of smart card
(A) ATM
(B) Telecommunication
(C) Transportation
(D) None of the above
54. Electronic payment is a financial transaction made _____ the use of paper documents
(A) With
(B) Without
(C) Both (A) and (B)
(D) None of the above
55. E-money is a medium for making payments
(A) Digital
(B) Electronic
(C) Both (A) and (B)
(D) None of the above
56. Moving from one Web site to another is called
(A) Jumping
(B) Moving
(C) Surfing
(D) Applying

57. Advantages of B2C commerce are
- (i) Business gets a wide reach to customers
 - (ii) Payment for services easy
 - (iii) Shop can be open 24 hours a day seven days a week
 - (iv) Privacy of transaction always maintained
- (A) (i) and (ii)
- (B) (ii) and (iii)
- (C) (i) and (iii)
- (D) (iii) and (iv)
58. A summary of how a company will generate a profit identifying its core product, target customers, position in the online marketplace, and projections for revenue and costs is known as:
- (A) Value chain and marketplace positioning
- (B) Value proposition
- (C) Online business model
- (D) Revenue model and cost base
59. Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?
- (A) Portal, publisher or media sites
- (B) Brand-building sites
- (C) Transactional e-commerce sites
- (D) Services-orientated relationship-building websites
60. Which driver promote E-commerce
- (A) Digital Convergence
- (B) 24/7 availability
- (C) Profit margins
- (D) None of the above

61. By electronic commerce we mean:
- (A) Commerce of electronic goods
 - (B) Commerce which depends on electronics
 - (C) Commerce which is based on the use of internet
 - (D) None of the above
62. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as:
- (A) Business to Business (B2B).
 - (B) Consumer to Business (C2B).
 - (C) Business to Consumer (B2C).
 - (D) Consumer to Consumer (C2C)
63. What floods a Web site with so many requests for service that it slows down or crashes?
- (A) Computer virus
 - (B) Worm
 - (C) Denial-of-service attack
 - (D) None of the above
64. Which factor represents a systems ability to change quickly?
- (A) Flexibility
 - (B) Performance
 - (C) Capacity planning
 - (D) Benchmark
65. An electronic check is one form of what?
- (A) e-commerce
 - (B) online banking
 - (C) e-cash
 - (D) check

66. Which, if any, of the following types of ads are people most willing to tolerate?
- (A) Pop-under ad
 - (B) Pop-up ad
 - (C) Banner ad
 - (D) None of the above
67. Which of the following are advantages normally associated with B2B e-commerce?
- (A) Shorter cycle times
 - (B) Reduction in costs
 - (C) Reaches wider audiences
 - (D) All of the above
68. What is another name for materials which cannot be linked to a specific product or process?
- (A) Direct materials
 - (B) Indirect materials
 - (C) EDI
 - (D) None of the above
69. The purpose of supply chain management is
- (A) Provide customer
 - (B) Improve quality of a product
 - (C) Integrating supply and demand
 - (D) Increase production
70. Digital Products are best suited for B2C e-commerce because they:
- (A) Are commodity like products
 - (B) Can be mass- customized and
 - (C) Can be delivered at the time of.
 - (D) All of the mentioned

71. Credit card gives all the advantages of a normal credit card without worrying about the interest charges
- (A) Prepaid
 - (B) Post paid
 - (C) Both of these
 - (D) None of these
72. _____ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer
- (A) Customer
 - (B) Issuer
 - (C) Merchant
 - (D) Acquirer
73. _____ website is one that changes or customizes itself frequently and automatically based on certain criteria
- (A) Dynamic website
 - (B) Static Website
 - (C) Phish site
 - (D) None of these
74. _____ is any transaction, involving the transfer or rights to use goods and services, which is initiated and or completed by using mobile access to computer mediated networks with the help of an electronic device.
- (A) Mobile Commerce
 - (B) E-commerce
 - (C) Both of these
 - (D) None of these
75. _____ focus on producing a highly integrated value proposition through a managed process.
- (A) Hubs
 - (B) Community
 - (C) Contents
 - (D) None of these

76. The document standards for EDI were first developed by large business house during the 1970s and are now under the control of the following standard organization.
- (A) ANSI
 - (B) ISO
 - (C) Both of these
 - (D) None of these
77. _____ is a systems approach to Managing the entire flow of information, materials, and services from raw material suppliers through factories and warehouses to the end customer.
- (A) CRM
 - (B) SRM
 - (C) EDI
 - (D) SCM
78. E-Commerce Lacks _____ touch.
- (A) Social
 - (B) Smooth
 - (C) Personal
 - (D) Communication
79. Scope of E-Commerce is _____.
- (A) Local
 - (B) Global
 - (C) Within Own country
 - (D) Within own state
80. _____ can read the cipher text.
- (A) Sender
 - (B) Receiver
 - (C) Any one
 - (D) No one

81. In Public Key Encryption _____ key is used for Encryption.
- (A) Receiver's public
 - (B) Receiver's private
 - (C) Sender's public
 - (D) Sender's private
82. olx.com is an example of _____
- (A) b2b
 - (B) b2c
 - (C) c2c
 - (D) p2p
83. _____ allows you paperless transaction.
- (A) edi
 - (B) electronic market
 - (C) e-commerce
 - (D) Internet commerce
84. _____ is virtual representation of physical market.
- (A) edi
 - (B) electronic market
 - (C) e-commerce
 - (D) internet commerce
85. Identify the identity of a person or entity with whom you are dealing on Internet is known as _____
- (A) Integrity
 - (B) Authenticity
 - (C) Authorization
 - (D) None of these

86. In SSL encryption is done using _____ key.
- (A) Public
 - (B) Private
 - (C) Session
 - (D) Symmetric
87. An online retail store is called as _____
- (A) Trader
 - (B) Retailer
 - (C) E-tailer
 - (D) Amazon
88. _____ changes URL from http to https.
- (A) ssl
 - (B) set
 - (C) e-commerce
 - (D) m-commerce
89. _____ means converting readable text to unreadable text.
- (A) Conversion
 - (B) Decryption
 - (C) Encryption
 - (D) Decoding
90. A _____ is the set of planned activities designed to result in a profit in a marketplace.
- (A) Business model
 - (B) Profit model
 - (C) Business plan
 - (D) Revenue model

91. A Materials Requirements Planning (MRP) system is an example of _____.
(A) Spot purchasing
(B) A multi-tier supply chain
(C) A legacy computer system
(D) Electronic data interchange
92. The most prevalent online payment method is _____.
(A) Paypal
(B) Checks
(C) Credit cards
(D) Debit
93. The ability to change the product to better fit the needs of the customer is called _____.
(A) Customization
(B) Personalization
(C) Privacy
(D) Accessibility
94. Which of the following is a new and disruptive Web feature or service?
(A) xml
(B) diffserv
(C) blogs
(D) cdma
95. All of the following are technologies used to gather information about you online except _____.
(A) spy ware
(B) cookies
(C) gmail
(D) anonymizers

96. E-commerce technologies have improved upon traditional commerce technologies in _____.
- (A) Richness
 - (B) Reach
 - (C) Both richness and reach
 - (D) Neither richness nor reach
97. Which of the following is a measure of the percentage of purchasers who return to a Web site within a year?
- (A) Loyalty
 - (B) Reach
 - (C) Regency
 - (D) Unique visitors
98. A security plan begins with a(n) is _____
- (A) Security policy
 - (B) Risk assessment
 - (C) Implementation plan
 - (D) Security organization
99. Which of the following statements about privacy is true?
- (A) it is a moral right to be left alone
 - (B) Only corporations and government need to be concerned about it
 - (C) It has only just recently become a concern
 - (D) It is most easily obtained on the internet
100. Creating multiple versions of information goods and selling essentially the same product to different market segments at different prices is called _____.
- (A) Versioning
 - (B) Bundling
 - (C) Transactive content
 - (D) Price discrimination

4. Four alternative answers are mentioned for each question as – A, B, C & D in the question booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

- Q. 1 (A) ● (C) (D)
Q. 2 (A) (B) ● (D)
Q. 3 (A) ● (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the Instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Imp't. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर— A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से एक सही उत्तर छाँटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

- प्रश्न 1 (A) ● (C) (D)
प्रश्न 2 (A) (B) ● (D)
प्रश्न 3 (A) ● (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उत्तर निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण : प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरिज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।