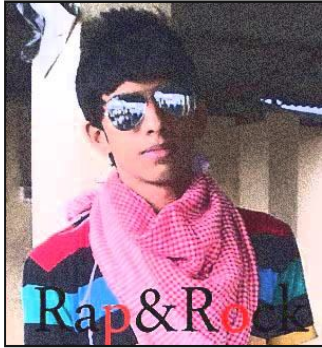


UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION



B Com
(2011 Admission Onwards)

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III Semester

Complementary Course

E-COMMERCE MANAGEMENT

QUESTION BANK

- 1) World Wide Web (WWW) was introduced in the year
(a)1994 (b)1996 (c)1992 (d)1990
- 2)is an early form of E-commerce
(a)SCM (b)EDI (c)Both of these (d)None of these
- 3)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
- 4)is a set of standards developed in the 1960s to exchange business information and to do electronic transactions
(a)EDI (b)Protocols (c)TCP/IP (d)None of these
- 5) Which among the following product is suitable for E-Commerce ?
(a)Books (b)Vegetables (c)All of these (d)None of these

- 6)allows a business application on the computer of one organization to communicate directly with the business application on the computer of another company.
(a)EDI (b)Protocols (c) Standards (d) Business applications
- 7) Electronic Exchange of business documents in a standard format is known as
(a)E-commerce (b)E-Business (c)EDI (d)None of these
- 8) is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
(a)E-commerce (b)EDI (c)SCM (d)Networking
- 9) Which of the following is not a party of SCM ?
(a) Suppliers (b) Manufacturers (c)Distributors (d)Customers
- 10)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
- 11)is the exchange of goods or items or commodities and services or applications used for money and deals the money matters
(a)E-commerce (b)Commerce (c)Both of these (d)none
- 12)is an approach to deliver information differentiated business values called services by combining the system and process generally called resources
(a)E-business (b)E-commerce (c)any of these (d)none
- 13)always operate on intranet
(a) E--commerce (b)E-Business (c)EDI (d)None of these
- 14) Which among the following is not an example for E-commerce
(a)Amazon.com (b)Baazar.com (c)E-trade.com (d)None of these
- 15)and were the enabling technologies that laid the ground work for E-commerce
(a)SET and SCL (b)SCM and ERP (c)EDI and EFT (d) None of these

- 16)were the first to establish prominent E-commerce Brands
(a) Baazar.com (b)E-bay and Amazon (c)E-trade.com (d)none of these
- 17)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
- 18)is a form of supply chain where a series of assembly operations are carried out to obtain the final product
(a)Converging supply chain (b)Diverging supply chain
(c)Any of these (d)None
- 19)is a form of supply chain where a wide variety of finished goods are produced with limited number of raw material or components.
(a)Converging structure (b)Diverging structure
(c)Any of these (d)None
- 20)is the exchange of services, information or product from one business to a government agency
a)B2G b)B2E c)B2B d)P2P
21. Companies use.....networks to automate employee related corporate processes.
a)B2G b)B2E c)B2B d)P2P
22. Which among the following is not a B2E application
a)Online Insurance policy management b)Online supply requests
c)Special employee offers d)Locate application and tax forms
- 23)streamlines the flow of information and self service capabilities through automation
a)SCC b)CRM c)CRP d)SCM
- 24)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

- 25is an application layer protocol for distributed, collaborative, hypermedia information systems.
a)html b)HTTP c)Bothe of these d)None of these
26. English physicist Tim Berner's Lee was famous for the establishment ofin 1990.
a)internet b)WWW c)Intranet d)none of these
- 27refers to a kind of e-commerce which refers to a company selling or buying from other company
a)B2G b)B2E c)B2B d)P2P
28. Which of the following is not an example for B2B e-commerce ?
a)Sending and receiving orders b)Invoice and shopping
c)all of these d)none of these
29. A company that manufacturers bicycles may use the internet to purchase tyres from their suppliers. This is an example of-----transaction.
a)B2G b)B2E c)B2B d)P2P
- 30sites act as an intermediary between someone wanting a product or service and potential providers
a)brokering sites b)Information sites c)industry portals d)none of these
31. 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
- 32focus on producing a highly integrated value proposition through a managed process.
a)hubs b)community c)contents d)none of these
- 33is basically a concept of online marketing and distributing of products and services over the internet
a)B2G b)B2E c)B2B d)B2C
- 34e-commerce consists of the sale of products or services from a business to the general public
a)B2G b)B2E c)B2B d)B2C

35. Which of the following is not suitable for a B2C transaction ?
a)clothes b)flowers c)airline reservation d)none
- 36e-commerce transaction has the advantage of eliminating middlemen.
a)B2G b)B2E c)B2B d)B2C
- 37.....e-commerce involves customers gathering information, purchasing and receiving products over an electronic network
a)B2G b)B2E c)B2B d)B2C
38. Which among the following is not an user of B2C e-commerce ?
a)manufacturers b)distributors c)Publishers d)none
- 39e-commerce involves the electronic facilitation of transaction between customers through some third party.
a)B2G b)B2E c)B2B d)C2C
40. Which among the following is an example of C2C ?
a)e-Bay b)Amazon.com c)Rentalic.com d)all of these
41. Peer to Peer [P2P] is also used to describe.....
a)C2C b)B2E c)B2B d)B2C
- 42is an online auctioning site that facilitates the trade of privately owned items between individuals.
a)e-Bay b)Amazon.com c)Rentalic.com d)all of these
43. Monster.com is an example ofwebsite
a)C2C b)B2E c)B2B d)B2C
- 44is an internet network that allows users with the same network in software to connect to each other's hard disks and exchange files
a)P2P b)B2E c)B2B d)B2C
45. 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

46. Ais a document, typically written in plain text interspersed with formatting instructions of html
a)Web page b)home page c)domain d)none of these
- 47is the first page of a web site.
a)Web page b)home page c)domain d)none of these
- 48allows the person to type ion just the main word or words and the site will come in
a)Web page b)home page c)domain d)none of these
49. "Google" is one of the most popular.....
a)Portal b)Browser c)Search Engine d)none of these
50. A presents information from diverse sources in a unified way in a web site.
a)Web portal b)Link page c) Both of these d) none of these
51. A.....portal is a specialized entry point to a specific market place or industry niche.
a)Vertical portal b)horizontal portal c)both of these d)none of these
- 52are general interest portals covering a wide range of topics and features
a)Vertical portal b)horizontal portal c)both of these d)none of these
53. Which among the following is an example for vertical portal ?
a) i-village b)Yahoo c) Google d)Net scape
54. A portal that helps to establish relations and to conduct transactions between various organizations is termed as.....
a)B2B portals b)C2C portals c)both of these d)none of these
- 55 Ais a software that scours the internet collecting data about every website and every webpage within it
a)spiders b)Search Engines c)robots d)none of these
56. Search Engines databases are selected and built by computer robot programs called.....
a)spiders b)Search Engines c)robots d)none of these

57. Which among the following is not an example for Search engine ?
a)Google b)MSN c)Alta vista d)none of these
58. Web pages are prepared using their language as.....
a)html b)FTP c)HTTP d) None of these
59. A web page is transferred to users computer through
a)html b)FTP c)HTTP d) None of these
60. 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
61. The purpose ofpage is to provide links to other pages
a)Home page b)Web page c)Summary page d) None of these
- 62is an example for a software that visits suggested pages and return the appropriate information to be indexed by the search Engine
a)Robot b)Spiders c)Ants d)All
- 63ads appears as rectangular graphics near the top of the page
a)Banner ads b)floating ads c)interstitials d)Unicast ads
- 64ads take up the entire screen and are more powerful than banner ads.
a)Banner ads b)floating ads c)interstitials d)Unicast ads
- 65is a form of advertisement on the web that appears between web pages that the user requests.
a)Banner ads b)floating ads c)interstitials d)Unicast ads
- 66is basically a TV commercial that runs in the browser window.
a)Banner ads b)floating ads c)interstitials d)Unicast ads
67. Advertisements take the form of a website copy are called.....
a)Advertorials b)pop-up ads c)Spam e-mail d)none of these
- 68is the most unwanted of online advertising methods.
a)Advertorials b)pop-up ads c)Spam e-mail d)none of these

- 69is an unsolicited e-mail sent to every e-mail address that a business can find
a)Advertorials b)pop-up ads c)Spam e-mail d)none of these
- 70is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants
a)Mobile Commerce b)e-commerce c)both of these d)none of these
- 71is a class of advertising methods which are considered unethical and may even be illegal
a)Advertorials b)pop-up ads c)Spam e-mail d)malware
- 72is the most common way for purchasing an online advertising
a)CPM b)CPC c)Any of these d)none of these
- 73are animated full screen ads placed at the entry of a site before a user reaches the intended content.
a)Intromercials b)pop-up ads c)Spam e-mail d)malware
- 74are interactive online ads that require the user to respond intermittently in order to wade through the message before reaching the intended content.
a)Ultramercials b)pop-up ads c)Spam e-mail d)malware
- 75facilitates transactions between buyer and sellers by providing comprehensive information and ancillary services, without being involved in the actual exchange of goods and services between the parties.
a)Metamediary b)Intermediary c)middlemen d)all of these
- 76is 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
- 77provide security and privacy for the use of the web page content
a)HTTP b)html c)FTP d)none of these
- 78website 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

- 79site is created to fraudulently acquire sensitive information such as pass words and credit card details, by masquerading as a trustworthy person or business.
a)Dynamic website b)(Static Website c)phish site d)none of these
- 80in 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
- 81is a financial institution that establishes an account with a merchant and processes payment card authorization and payments
a)customer b)issuer c)Merchant d)Acquirer
82. Intype of payment system customer is allowed to spend only up to the amount that have pre deposited into account.
a)Prepaid b)Post paid c)both of these d)none of these
- 83type of payment system is highly useful to those customers who would like to control overspending,
a)Prepaid b)Post paid c)both of these d)none of these
- 84credit 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
- 85facility helps the customer to pay only a small amount of the total outstanding and revolve the rest of the payment to the next month.
a)Cash advance b)Revolver c)Tele draft d)None of these
- 86is the system of purchasing cash credits in relatively small amounts, storing the credits in our computer, and then spending them, when making electronic purchases over the internet.
a)E-cash b)Digicash c)Cyber cash d)any of these
- 87is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
a)Credit card b)E-Cheques c)E-cash d)none of these

88. To accept a credit card for payment, we have to open aaccount with our bank
a)Savings Bank b)Current account c)Merchant account d)any of these
89. A.....is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.
a) smart Cards b)E-Cheques c)E-cash d)none of these
- 90is 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
- 91is 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)Electronic purse c)credit card d)any of these
- 92is basically a secure gate between our organization data and internet.
a)Network firewall b)Antivirus c)both of these d)none of these
- 93encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
a)SSL b)SET c)both of these d)none of these
- 94is 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
95. In Biometrics,.....ID system is designed to prevent more than one person from using a single identity
a)Positive ID system b)Negative ID system c)both of these d)none of these
96. In Biometrics,.....ID system is designed to prevent one person from using more than one identity
a)Positive ID system b)Negative ID system
c)both of these d)none of these

- 97are program developed by some dishonest people to destroy the computer system and the valuable information in it.
a)Network firewall b)computer virus c)both of these d)none of these
98. Which among the following is not an example for computer virus ?
a)Chernobyl b)Melissa c)I Love You d)None of these
- 99are special type of software meant for limiting the risks of being hit by computer viruses
a)Network firewall b)Antivirus c)both of these d)none of these
100. A.....is a person who gains unauthorized access to a computer network for profit, criminal mischief or personal pleasure.
a)Hacker b)spoofers c)operator d)none of these
- 101acts like a gate keeper that examines each users identification before allowing them to enter to the organization's internal networks.
a)Network firewall b)Antivirus c)both of these d)none of these
- 102Prevents unauthorized communication into and out of the network, allowing the organization to enforce a security policy on traffic between its network and the internet.
a)Network firewall b)Antivirus c)both of these d)none of these
103. SET means
a)Standard Electronic Technology b)Standard Electronic Transfer
c)Secure Electronic Transaction d)None of these
104. The verification of credit card is done by using..... with a communications link to the merchants acquiring bank
a)Credit card payment terminal b)Point of Sale
c)All of these d)none of these
105. 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
106. Gain entry into the user's system and scan your file system for personal information is known as.....
a)Spoofing b)Snooping c)Sniffing d)None of these

- 107attacks are difficult and are only successful if the attacker knows something about the shopper
a)Spoofing b)Snooping c)Sniffing d)Guessing passwords
- 108is the process of making information unintelligible to the unauthorized user.
a)Spoofing b)Snooping c)Sniffing d)Cryptography
- 109is the reverse process of encryption, to make the information readable once again
a)Spoofing b)Decryption c)Sniffing d)Cryptography
110. A.....provides a way to associate the message with the sender and is the equivalent of an ordinary signature.
a)cyber signature b)Digital signature c)SSL d)none of these
111. 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
112. The information Technology Act [IT ACT] came into effect on
a)16th November 2000 b)15th December 2000
c)17th October 2000 d)none of these
113. Information sent over the Internet commonly uses the set of rules called.....
a)TCP/IP b)FTP c)HTTP d)gopher
- 114is a person who breaks in or trespasses a computer system
a)Hacker b)Snooper c)operator d)spoofer
115. E-mail which contain useless material is termed as.....
a)Spam b)useless mail c)trunk mail d)Junk mail
116. India has enacted the first IT Act in the year.....
a)2001 b)2002 c)2009 d)2000

ANSWER KEYS

1.a	25.a	49.c	73.a	97.b
2.b	26.b	50.c	74.a	98.d
3.b	27.c	51.a	75.a	99.b
4.a	28.d	52.b	76.a	100.a
5.a	29.c	53.a	77.a	101.a
6.a	30.a	54.a	78.a	102.a
7.c	31.b	55.b	79.c	103.c
8.c	32.a	56.a	80.a	104.c
9.c	33.d	57.d	81.d	105.a
10.a	34.d	58.a	82.a	106.b
11.b	35.d	59.c	83.a	107.d
12.a	36. d	60.a	84.a	108.d
13.b	37. d	61.a	85.b	109.b
14.c	38.d	62.d	86.d	110.b
15.c	39.d	63.a	87.a	111.b
16.b	40.d	64.b	88.c	112.c
17.d	41.a	65.c	89.a	113.a
18.a	42.a	66.d	90.a	114.a
19.b	43.a	67.a	91.b	115.d
20.c	44.a	68.b	92.a	116.d
21.b	45.b	69.c	93.b	117.d
22.d	46.a	70.a	94.a	118.c
23.a	47.b	71.d	95.a	119.c
24.a	48.c	72.c	96.b	120.d