

Note: 1. All questions are compulsory

2. Figures to right indicate full marks

Q 1. Fill in the blanks with appropriate option

30 Marks

1. One of the biggest hurdles of ecommerce is _____			
A) Global Reach	B) Internet	C) No Bargaining	D) Registration
2. _____ links the shopping cart to the financial networks			
A) System Gateway	B) Payment Gateway	C) Network Gateway	D) Gate
3. The best thing about buying online is _____			
A) Takes Time	B) Touch And Feel the Product	C) User Friendly	D) All of the Options
4. Example of social media is _____			
A) Facebook	B) Twitter	C) WhatsApp	D) All of the Options
5. C2C allows the transaction between _____			
A) Customer And Cash	B) Customer And Customer	C) Customer And Country	D) Country And Country
6. Transactions between two institutions is _____			
A) Business To Business	B) Bank To Business	C) Buyer To Buyer	D) Banker To Buyer
7. Models of Ecommerce _____			
A) B2B	B) C2C	C) B2G	D) All of the Options
8. Internet Penetration in India is _____			
A) Low	B) Average	C) High	D) Moderate
9. _____ are little robots which are typically built with 6 wagon wheels for delivery			
A) Droid	B) Drone	C) EDI	D) Artificial Intelligence
10. E Organization is _____ in nature			
A) Costly	B) Time Consuming	C) Economical	D) Tough
11. _____ Name is used to identify Internet Protocol Address			
A) User	B) Domain	C) Internet	D) E Mail

12. E CRM refers to _____			
A) Electronic Customer Relationship Management	B) Electronic Client Relationship Management	C) Electronic Customer Redressal Management	D) Electronic Cost Reduction Management
13. _____ allows customers to locate the status of the order in real time			
A) Self Tracking System	B) Field Service Automation	C) Personalized Web Pages	D) Self Made Web Pages
14. By integrating _____ into the webstore, company will ensure ultimate online security for their clients			
A) High Security	B) Password	C) Special Characters	D) Advanced Fingerprint Technology
15. _____ enabled systems require continuous backup of various documents exchanged			
A) PPI	B) EDI	C) FDI	D) CBI
16. _____ is considered the most popular social network for Business-to-Business marketing			
A) Facebook	B) Twitter	C) WeChat	D) LinkedIn
17. _____ is the term adopted for updates by Twitter users.			
A) Posts	B) Twinks	C) Toots	D) Tweets
18. _____ is "social media optimization".			
A) Content for Social Networks	B) Easily creates publicity via social networks	C) Creating short content	D) Writing content
19. _____ is the leading social network for all.			
A) Facebook	B) Twitter	C) Skype	D) Pinterest
20. _____ is 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
21. _____ is one of the Disadvantage of Online Shopping.			
A) Problem of Delivery	B) Anytime Shopping	C) Lower Prices	D) Loyalty Incentives
22. _____ is a financial instrument that can be used more than once to borrow money or buy products and services on credit.			
A) Credit Card	B) E- Cheque	C) E- Cash	D) E-Wallet

23. SET in e-commerce stands for _____.			
A) Secure Electronic Transaction	B) Secure Electronic Transfer	C) Secure Electronic Technique	D) Secret Electronic Transfer
24. "Encryption" word has taken from the _____, which mean hidden or secret.			
A) French Word Kryptos	B) Greek Word Kryptos	C) Latin Word Script	D) Devanagari Script
25. _____ prefix is used to describe a person, things, or idea as part of the computer and information age.			
A) Computer technology	B) Cyber	C) I.T.	D) Media
26. _____ is defined as a crime in which a computer is the objects of the crime.			
A) Social crime	B) I.T. crime	C) Computer crime	D) Cyber crime
27. DoS stands for _____			
A) Demo operate system	B) Design operate system	C) Denial of service	D) Detail of service
28. _____ country designed Homeland Security Act of 2002 law.			
A) USA	B) UK	C) Japan	D) Sweden
29. _____ law is imposed by Government of India to control cyber-crime.			
A) Computer misuse act 1990	B) Computer crime act 2007	C) I.T. act 2000	D) Cyber security act 2015
30. _____ is an attempt to exploit a computer system or a private network inside a computer.			
A) Virus	B) Social crime	C) Trojan horse	D) Hacking

Q 2. Answer any one of the following

7.5 Marks

- What are the main activities involved in e-commerce?
- Describe the characteristics of Business to Business (B2B).
- Elucidate the importance of Business-to-Business E-Commerce

Q 3. Answer any one of the following

7.5 Marks

- Explain the various stages in registration of a domain name.

- b) What is E-CRM? Explain the functional components of E-CRM.
- c) What are the benefits and limitations of E-Enterprise? (Five each).

Q 4. Answer any one of the following

7.5 Marks

- a) Define the term Web Advertising and explain its importance.
- b) Discuss the steps involved in planning for electronic commerce initiative
- c) Elaborate the various types of e-payment system in detail

Q 5. Answer any one of the following

7.5 Marks

- a) What are the various Cyber Laws in India?
- b) Elaborate the taxation issues in Indian E-Commerce
- c) Describe the various security tools of E-Commerce