

SEMESTER- III

COURSE- B.COM(H)

SUBJECT- E-COMMERCE

SKILL ENHANCEMENT COURSE

ASSIGNMENT QUESTIONS

- 1 a) Define the concept of E-Commerce. How does it differ from e-Business?
b) Explain in details the different drivers of E-Commerce.
- 2 a) What are the advantages and disadvantages of E-Commerce?
b) State the difference between Brick and Mortar and Pure Online business model.
- 3 a) Differentiate among Internet, Intranet and Extranet.
b) Explain the life cycle approach of building a web site.
- 4 a) What are the various ways through which a website can be promoted?
b) What are the main points to be taken into account while designing a website?
- 5 a) Explain the main components of E-Commerce infrastructure?
b) What should be Marketing strategies for online success of a website?
- 6 a) Explain in brief the nature and dynamics of Internet.
b) What are benefits of well-designed and well-planned website.

CLASS TEST

1. (a) Discuss the advantages and disadvantages of online career services.
(b) Define E-Commerce? Briefly discuss various categories of E-Commerce?
2. (a) What is one to one enterprise? Discuss the steps in the implementation of one-to-one enterprise.
(b) What are the advantages and disadvantages associated with inhouse development of the web design?

MULTIPLE CHOICE QUESTIONS

1. Which of the following describes e-commerce?

- a. Doing business electronically
- b. Doing business
- c. Sale of goods
- d. All of the above

Answer: A

2. Which of the following is part of the four main types for e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. All of the above

Answer: D

3. In which website Global Easy Buy is facilitated?

- a. Ebay.com
- b. Amazon.com
- c. Yepme.com
- d. None of these

Answer: A

4. The best products to sell in B2C e-commerce are:

- a. Small products
- b. Digital products
- c. Specialty products
- d. Fresh products

Answer: B

5. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture
- c. Movies
- d. All of the above

Answer: B

6. Which products are people most likely to be comfortable buying on the Internet?

- a. Books
- b. PCs
- c. CDs
- d. All of the above

Answer: D

7. Digital products are best suited for B2C e-commerce because they:

- a. Are commodity like products
- b. Can be mass-customized and personalized
- c. Can be delivered at the time of purchase
- d. All of the above

Answer: D

8. Which is a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. all of the above

Answer: D

Answer: B

9. 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

Answer: D

10. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?

- a. B2B marketplace
- b. Intranet
- c. Reverse auction
- d. Internet

Answer: C

11. 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

Answer: D

12. Most individuals are familiar with which form of e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: B

13. 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

Answer: D

14. Which of the following is not related to security mechanism

- a. encryption
- b. decryption
- c. e-cash
- d. all the above

Answer: C

15. 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

Answer: C

16. Which of the following statements accurately reflect the impact of technology?

- a. Technology has caused buyer power to increase
- b. Technology has lessened the entry barriers for many industries
- c. Technology has increased the threat of substitute products and services
- d. all of the above

Answer: D

17. 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

Answer: A

18. A business competing in a commodity like environment must focus on which of the following?

- a. Price
- b. Ease / speed of delivery
- c. Ease of ordering
- d. all of the above

Answer: D

19. Which of the following refers to creating products tailored to individual customers?

- a. customization
- b. aggregation
- c. Direct materials
- d. Reverse auction

Answer: A

20. Materials used in the normal operation of a business but not related to primary

business operations are called what?

- a. Supplies
- b. Direct materials
- c. Indirect materials
- d. Daily stuff

Answer: C

21. Amazon.com is well-known for which e-commerce marketing technique?

- a. Banner ads
- b. Pop-up ads
- c. Affiliate programs
- d. Viral marketing

Answer: C

22. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

- a. Direct marketplace
- b. B2B
- c. B2C
- d. Electronic marketplace

Answer: D

23. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet?

- a. electronic check
- b. electronic bill presentment and payment
- c. conversion rates
- d. financial cybermediary

Answer: D

24. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?

- a. financial cybermediary
- b. electronic check
- c. electronic bill presentment and payment
- d. all of the above

Answer: C

25. A combination of software and information designed to provide security and information for payment is called a what?

- a. digital wallet
- b. pop up ad
- c. shopping cart
- d. encryption

Answer: A

26. 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

Answer: D

27. Which of the following is used in B2B to pay for purchases?

- a. e-commerce
- b. financial electronic data interchange
- c. electronic data exchange
- d. electronic checks

Answer: B

28. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?

- a. hacking
- b. cracking
- c. dumpster diving
- d. spoofing

Answer: D

29. What is a model of a proposed product, service, or system?

- a. Prototyping
- b. Prototype
- c. Proof-of-concept prototype
- d. Selling prototype

Answer: B

30. 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

Answer: B

31. Which will not harm computer resources

- a. firewall
- b. Virus
- c. Trojan horse
- d. None of the above

Answer: A

32. Which is not a function of ERP?

- a. Warehousing
- b. sales
- c. scheduling
- d. None of the above

Answer: D

33. 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

Answer: C

34. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?
- a. Risk management
 - b. Risk assessment
 - c. Security
 - d. None of the above

Answer: A

35. What scrambles the contents of a file so you can't read it without having the right decryption key?
- a. Encryption
 - b. Intrusion-detection software
 - c. Security-auditing software
 - d. All of the above

Answer: A

36. What is an encryption system that uses two keys: a public key that everyone can have and a private key for only the recipient?
- a. Encryption
 - b. Public key encryption
 - c. Intrusion-detection software
 - d. Security-auditing software

Answer: B

37. What looks for people on the network who shouldn't be there or who are acting suspiciously?
- a. Encryption
 - b. Public key encryption
 - c. Intrusion-detection software
 - d. Security-auditing software

Answer: C

38. The presence of ----- make the smart card smart.
- a. Memory
 - b. Microchip
 - c. E-cash
 - d. None of the above

Answer: B

39. The smart card which use antenna for reading and writing data
- a) Contact smart card
 - b) Contactless smart card
 - c) Proximity smart card
 - d) Both B and C

Answer: D

40. The basic elements of website is
- a. Home page
 - b. Web pages
 - c. Links and banners

d. All the above

Answer: D

41 Which one is a threat for E-commerce

- a. Trojan horse
- b. firewall
- c. encryption
- d. None

Answer: A

42 OTP stands for

- a. On Time Password
- b. On Time processing
- c. One time processor
- d. None

Answer: A

43 Private Key cryptography is also known as -----cryptography.

- a. Public key
- b. Symmetric
- c. Asymmetric
- d. None

Answer: B

44 The viruses spreads through-----

- a. Mails
- b. Pen drives and cds
- c. Websites
- d. All the above

Answer: D