

Program: BE Information Technology  
Curriculum Scheme: Revised 2016  
Examination: Third Year Semester V  
Course Code:ITDLO5013 and Course Name:E-Commerce & E-Business  
Time: 1 hour

Max. Marks: 50

Question No.	Question Statement	Options			
		A:	B:	C:	D:
1	Electronic Commerce means	Commerce of electronic goods	Commerce which depends on electronics	Commerce which is based on the use of internet	Commerce which is based on transactions using computers connected by telecommunication network
2	Which of the following option correctly defines the relationship between E-Commerce and E-Business	E-commerce is broadly equivalent to e-business	E-commerce is a subset of e-business	E-business is a subset of e-commerce	E-commerce has some overlap with e-business
3	Which of the following is not an important factor in client side programming?	Data Validation	System feedback	Anonymity	Consistency
4	Which of the following is the correct HTML element for the largest heading?	<h6>	<heading>	<head>	<h1>
5	Which of the following is not the feature of payment methods?	Security	Overhead Cost	Confidentiality	Divisibility
6	SET is based on _____ digital certificate framework.	X.505	X.508	X.509	ABN-DSC Digital Certificate
7	To identify groups of customers who share common characteristics know as _____	Customer Based Marketing	Psychology Based Marketing Strategy	Product Based Marketing	Place Marketing
8	Which of the following is not part of Web Based Advertisement	Banner Ads	pop-behind ad	interstitial ad	Poor Media Ads
9	M-Commerce is .....	Electronic transaction using Mobile and Wireless Devices	Electronic transaction using Laptops	Electronic transaction using cash on delivery	Electronic transaction using online payment method
10	The main benefit of the intranet for a company is	Quick information sharing, and communication in the company	Quick information sharing with customers	Faster internet access	Quick scalability of the resources
11	In a business the decision characteristics of senior management is?	Structured	Unstructured	Semi-structured	Structured and unstructured
12	In a price negotiation contact, when the supplies are allowed to re formulate their bids based on the information about winning bids in each round it is called as?	Online tendering	Reverse auction	Offline tendering	Online tendering and reverse auctions
13	Disadvantages of e-Commerce in India are (i) internet access is not universally available (ii) Credit card payment security is not yet guaranteed (iii) Transactions are de-personalized and human contact is missing (iv) Cyberlaws are not in place	i and ii	ii and iii	i, ii, iii	i, ii, iii, iv
14	Amazon.com is well-known for which e-commerce marketing technique	Banner ads	Pop-up ads	Affiliate programs	Viral marketing
15	The logical design of the client-side user interface involves _____	identification of abstract user interface objects and their interaction with other abstract user interface objects	choice of user interface widgets and the appearance	creation of the content in accordance with the information requirements	putting the content and other elements of the web pages together
16	Which PHP function removes all session variables?	session_unset();	session_remove();	session_destroy();	session_removeall()
17	In the process of creating Digital envelop _____ encryption algorithm is used to encrypt random DES Key	MD5	SHA512	SHA256	RSA
18	Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.	location-based targeting	wide coverage	mass distribution	interest group setting
19	Buy-side e-commerce refers to ....	Transactions to purchase resources needed to you from its e-commerce company	Transactions to procure resources needed by an organization from its suppliers	Transactions to sell resources needed to an organization from you	Transactions to procure resources needed by an sellers from its buyers

20	Selling a related product/ service to a customer of a particular product/ service is called as?	Cross selling	Up selling	Clearance selling	Force selling
21	Predict the output of the following PHP program  <pre>&lt;?php \$number = array(0, 1, one, two, three, 5); \$num = preg_grep("/[0-5]/", \$number); print_r(\$num); ?&gt;</pre>	Array([0]=>0 [1]=>1 [2]=>one [3]=>two [4]=>three [5]=>5)	Array([2]=>one [3]=>two [4]=>three)	Array([1]=> 1)	Array([0]=>0 [1]=>1 [5]=>5)
22	Why is Smart card more intelligent?	Because they have Storage	Because data can manipulated through programs	Because they are secure	None
23	Which of the following are the major segmentation variables for consumer markets?	Geographic, density, psychographic, behavioural	Gender, demographic, psychographic, lifestyle	Geographic, demographic, psychographic, behavioural	Only Geographic
24	Sell-side E-commerce refers to ....	Transactions involved with selling products to an organization's customer.	Transactions involved with buying products to an organization's suppliers	Transactions involved with selling products to an suppliers customers.	Transactions to purchase resources needed to you from its e-commerce company
25	Which one of these is not an external business risk?	Lack of cooperation of the suppliers	Integration with the existing information infrastructure	Creating e-catalogues in the format	Buyer supplier relationship