

2018

E-COMMERCE

GE 2.1Chg

Full Marks : 40

B

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

Group - A

1×10

(All questions carry one mark each)

1. Which one is the most critical step in ERP implementation?
  - (a) Gap Analysis
  - (b) Evaluation and Selection of objectives
  - (c) Training
  - (d) Re-engineering
2. What does ERP stand for?
  - (a) Enterprise Resource Planning
  - (b) Enterprise Reverse Planning
  - (c) Enterprise Resolution Planning
  - (d) Enterprise Reform Planning
3. UPI Stands for :
  - (a) Unified Performance Index
  - (b) Unified Payment Interface
  - (c) United Payment Interface
  - (d) Unified Public Interface
4. Which one of the following is an offline payment method?
  - (a) Net Banking
  - (b) Digital wallet
  - (c) Debit Card
  - (d) Demand draft
5. The core objective of SCM is :
  - (a) Meet the sellers need
  - (b) Meet the customers need
  - (c) Earning profit
  - (d) All of these
6. Which of the following is not an E-CRM activity?
  - (a) Operational Activities
  - (b) Analytical Activities
  - (c) Technological Activities
  - (d) Collaborative Activities
7. Flipkart.com and Amazon.com are examples of :
  - (a) Content Provider
  - (b) E-taiter
  - (c) Transaction Broker
  - (d) Postals

Please Turn Over

8. Which form of E-Commerce currently considered as the largest of all E-Commerce revenue?  
(a) B2B                      (b) B2C                      (c) C2C                      (d) C2B
9. E-Commerce creates \_\_\_\_\_ market place.  
(a) A Wholesale    (b) A Retail                      (c) A Virtual                      (d) A Common
10. Buying and selling information, products and services over internet based communication network is known as :  
(a) E-Business    (b) E-Shopping                      (c) E-Commerce                      (d) All of these

**Group - B**

2×15

(All questions carry two marks each)

1. It has changed the way we socialise, interact and shop. It refers to :  
(a) Digital Marketing                      (b) Social Commerce  
(c) Social Media                      (d) On-line shopping
2. Which one of the following is not a method of Digital Marketing?  
(a) Social Media Marketing                      (b) Viral Marketing  
(c) Affiliate Marketing                      (d) Direct Marketing
3. Social Commerce refers to :  
(a) A kind of E-Commerce that uses social networks to satisfy the needs of the supplier.  
(b) A kind of E-Commerce that uses social networks to help the buying and selling of goods and services.  
(c) A kind of commerce which focuses on the buying and selling of goods and services usually at macroeconomic scale.  
(d) A kind of offline commerce composed of E-Commerce and social media.
4. Identify the first and last phase of ERP implementation from the following :  
(a) Package evaluation, Practical operation  
(b) Project Planning, Gap analysis  
(c) Pre-evaluation screening, Process re-engineering  
(d) Pre-evaluation screening, Post-implementation support
5. The Human Resource Management module of any ERP platform offers a comprehensive set of best of its kind components for both \_\_\_\_\_ and \_\_\_\_\_ management.  
(a) Promotion, Marketing                      (b) Warehousing, Billing  
(c) Personnel, Payroll                      (d) Component tracking, Warranty claims tracking

6. Out of the following which one is not the feature of ERP?
- (a) It is dependent on time and location
  - (b) It creates the platform on which different departments can perform in unison
  - (c) It provides data and information out of a common database which is required for all functional areas in real-time basis.
  - (d) It eliminates conflicting departmental objectives and prevents the departments from functioning in isolation.
7. \_\_\_\_\_ is defined as any transfer of funds initiated through an electronic terminal, telephonic instrument, computer or magnetic tape so as to order, instruct or authorize a financial institution to debit or credit an account.
- (a) HTTP
  - (b) EFT
  - (c) MICR
  - (d) IFSC
8. In Real Time Gross Settlement (RTGS), 'Real Time' refers to processing and execution of instructions :
- (a) At the wish of the banker
  - (b) At any later point
  - (c) At the wish of the depositor
  - (d) At the time they are received
9. Which of the following refers to Core Banking Solution (CBS)?
- (a) It enables customer to operate his/her account and avail banking series only from his/her branch of the bank on CBS network.
  - (b) It enables customers to operate their account and avail banking services from any branch of the bank on CBS network in the same locality.
  - (c) It enables customers to operate their account and avail banking services from any branch of the bank on CBS network in spite of where the account in maintained.
  - (d) In enables inter-connection of all branch offices of all banks within a country.
10. The SCM process integrates \_\_\_\_\_ value chain combining customer relationship, management and supplier relationship management into one system.
- (a) Front-end to Back-end
  - (b) Back-end to Front-end
  - (c) Back-end
  - (d) Front-end
11. In which type of E-CRM, feedback of customers' experience is emphasized :
- (a) Acquisitive E-CRM
  - (b) Responsive E-CRM
  - (c) Interactive E-CRM
  - (d) Persuasive E-CRM
12. Customer Retention within the framework of E-CRM means :
- (a) Approaching customers to attract towards the target group
  - (b) Find out target customers
  - (c) Encouraging customers to buy more and more
  - (d) Approaching customers to buy further products by means of personalised web based communication

13. Transaction Broker means :

- (a) A Dual Agent
- (b) A Neutral Agent
- (c) An Agent of the buyer
- (d) An Agent of the seller

14. Out of the following models which one represents E-Governance?

- (a) B2G
- (b) G2B
- (c) G2C
- (d) C2G

15. Which of the following is correct?

- (a) E-Business and E-Commerce are synonymous
  - (b) E-Commerce is a subset of E-Business
  - (c) E-Business is a subset of E-Commerce
  - (d) E-Business and E-Commerce has got no relation
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