



Question Booklet Code – **C**

Roll No. ....

Registration No. ....

OMR Serial No. ....

**2019**

**E-COMMERCE**

**Paper : GE 2.1 Chg**

**Full Marks : 40**

( C - 3 )

L (2nd Sm.)-E-Commerce-(GE 2.1 Chg)/CBCS

**Group - A**

(All questions carry *one* mark each)

1×10

1. Which one of the following is viewed as “gateways” to the Internet?  
(A) Transaction Broker (B) E-tailor  
(C) Content Provider (D) Portals.
2. Wholesaler to retailer transactions represents which model?  
(A) B2B (B) B2G (C) C2C (D) C2B.
3. With a common computing platform ERP system is built on a \_\_\_\_\_.  
(A) Centralised layout (B) Centralised database  
(C) Individual database (D) Modular database.
4. Out of the following which one is not a part of an ERP implementation?  
(A) Consultants (B) Employee  
(C) Customer (D) Vendor.
5. The strategic aspects of E-CRM are :  
(A) Analytical aspect (B) Operational aspect  
(C) Collaborative aspect (D) All of the above.
6. Supply Chain Management (SCM) helps an enterprise in :  
(A) Reducing the time it takes to make a product available  
(B) Reducing the production costs  
(C) Increasing the production costs  
(D) All of the above.
7. By E-commerce we mean :  
(A) Commercial activities using computer only  
(B) Commerce which depends on electronics  
(C) Commerce which is based on electronic transactions using telecommunication network  
(D) Commercial transactions of electronic goods.
8. Which one of the following is the key factor for faster growth of E-commerce?  
(A) Increase in mobile application (B) The Internet facility  
(C) The World Wide Web concept (D) Both (B) and (C).
9. Which type of E-commerce deals with auction?  
(A) B2B (B) C2C (C) B2C (D) C2B.

**Please Turn Over**

10. What is the full form of NEFT?
- (A) National Electronic Fund Transmission
  - (B) National Electronic Fund Transfer
  - (C) National Electronic Fund Terms
  - (D) National Electronic Fund Treatment.

**Group - B**

(All questions carry *two* marks each)

2×15

1. Referral stands for :
- (A) A key E-CRM technique to follow-up a customer when they abandon a shopping cart to encourage them to buy.
  - (B) A key E-CRM technique to tailor messages according to stated preferences or observed buyer behaviour.
  - (C) A key E-CRM technique to encourage existing customers to recommend friends and colleagues to purchase.
  - (D) A key E-CRM technique of selling higher-end version of the product than that of the customer originally came to buy.
2. From the following which statement represents Supply Chain Management?
- (A) Streamlining of activities and processes involved in supplying goods and services to the customers.
  - (B) Streamlining of activities and processes involved in sourcing, procurement, conversion and delivery of goods and services to the customers.
  - (C) Streamlining of selection processes of right supplier from a wide variety of suppliers.
  - (D) Streamlining of all internal and external functions of supply of goods and services of an organization.
3. E-Governance means :
- (A) Application of Information and Communication Technology for providing services between business to customers.
  - (B) Application of Information and Communication Technology for delivering Government Services and exchange of information.
  - (C) Application of Information and Communication Technology for providing services between customers to customers.
  - (D) All of the above.
4. ERP system is for \_\_\_\_\_ and the cost of ERP \_\_\_\_\_.
- (A) entire organization ; depends on the package
  - (B) major departments only ; depends on the size
  - (C) marketing and sales ; depends on the time period
  - (D) production department ; depends on the number of employee.

5. Identify the full form of MRP and AHP.
- (A) Master Resource Planning ; Analytical Hierarchy Part
  - (B) Material Resource Planning ; Analytical Hierarchy Programme
  - (C) Manufacturing Resource Planning ; Analytical High Performance.
  - (D) Material Requirement Planning ; Analytical Hierarchy Process.
6. \_\_\_\_\_ is a form of electronic commerce which uses \_\_\_\_\_ to assist online buying and selling of products and services.
- (A) Mobile Commerce ; mobile media
  - (B) Virtual Commerce ; virtual media
  - (C) Electronic transaction ; electronic media
  - (D) Social Commerce ; social media.
7. The most secure encryption technique used in present-day data transmission is \_\_\_\_\_. It demands a \_\_\_\_\_ trusted by everyone with whom secret key can be shared.
- (A) Digital Wallet ; Local Authority
  - (B) Digital Signature ; Certificate Authority
  - (C) Digital Encryption ; Permanent Authority
  - (D) Digital Payment ; National Authority.
8. Out of the following which service provided by National Payments Corporation of India (NPCI)?
- (A) United Payment System (UPS)
  - (B) National Project House (NPH)
  - (C) Aadhaar Payment Bridge System (APBS)
  - (D) National Payment Switch (NPS).
9. Out of the following statements which one is correct?
- (A) M-commerce is the next generation form of E-commerce.
  - (B) E-commerce generally used for conducting business through electronic media.
  - (C) E-promotion is the next generation form of E-commerce.
  - (D) E-commerce is the next generation form of M-commerce.
10. Which one of the following is not a type of B2B market place?
- (A) Buyer-oriented
  - (B) Independent
  - (C) Supplier-oriented
  - (D) Dependent.
11. Which of the following is not the limitation of Digital Marketing?
- (A) Digital Marketing has got a high set up cost for an attractive website layout.
  - (B) Still there are many customers who are not aware of online facilities and go for products on store rather than buying it digitally.
  - (C) It allows marketer to have real time results relating to performance of the campaign.
  - (D) When it comes digital marketing one needs to be careful about fraudulent activities and it is the prime challenge to prevent the hacking possibilities.

**Please Turn Over**

12. Which of the following is the advantage of advertisement in Social Media?
- (A) In case of advertisement in social media, customer service is not easily accessible.
  - (B) It is the most cost-effective marketing tool in the present business scenario to promote a brand in front of existing and potential buyer.
  - (C) Advertisement in social media is considered as a slower process of promotion of goods and services.
  - (D) In case of advertisement in social media, user can post anything which may have huge consequences for any business.
13. Identify the correct one from the following :
- (A) Electronic Data Interchange (EDI) technology and Electronic Funds Transfer (EFT) technology antedate the arrival of E-commerce.
  - (B) Electronic Data Interchange (EDI) technology and Electronic Funds Transfer (EFT) technology is introduced along with E-commerce.
  - (C) Electronic Data Interchange (EDI) technology and Electronic Funds Transfer (EFT) technology succeed the arrival of E-commerce.
  - (D) None of the above.
14. Out of the following which one represents persuasive E-CRM?
- (A) Which aims at acquiring new customers by leveraging the relationship with existing customers
  - (B) Whereby enterprise use knowledge about customers to convince them with different offerings that fit their needs and meet their requirements more closely
  - (C) In which customers' experience and interaction feedback are emphasized in terms of integration and collaboration for the purpose of providing more customised products or services
  - (D) Which involves regular communication with customers to develop closer customer relation and to create a bond with customers by personalizing communication.
15. In today's highly competitive and fast paced market place, Supply Chain Management module of an ERP offers a comprehensive set of components for both \_\_\_\_\_ and \_\_\_\_\_ management.
- (A) planning ; strategic
  - (B) order ; logistics
  - (C) manufacturing ; distribution
  - (D) sales ; distribution.
- \_\_\_\_\_