



Question Booklet Code – **B**

Roll No.

Registration No.

OMR Serial No.

2025

E-COMMERCE — GENERAL

Paper : GE-2.1-CHG

Module : 1

Full Marks : 40

The figures in the margin indicate full marks.

Group - A

Answer *all* the questions.

1×10

1. Wholesaler to retailer transactions represents which model?
(A) B2B (B) B2G
(C) C2C (D) C2B.
2. _____ is/are the strategic aspect(s) of E-CRM.
(A) Analytical aspect (B) Operational aspect
(C) Collaborative aspect (D) All of the above.
3. Which one of the following is viewed as 'gateways' to the Internet?
(A) Transaction Broker (B) E-tailor
(C) Content Provider (D) Portals.
4. In which model an individual pay income tax (self-assessment tax) online?
(A) G2B (B) C2G
(C) G2C (D) B2G.
5. Out of the following which one is not a part of an ERP implementation?
(A) Consultants (B) Employee
(C) Customer (D) Vendor.
6. Which of the following is not a typical supply chain member?
(A) Customer (B) Retailer's Creditor
(C) Reseller (D) Producer.
7. 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.
8. With a common computing platform ERP system is built on a _____.
(A) Centralised layout (B) Centralised database
(C) Individual database (D) Modular database.

Please Turn Over

(3615)

5. 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.
6. 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.
7. 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.
8. 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.
9. 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.

Please Turn Over

(3615)

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 to digital marketing one needs to be careful about fraudulent activities and it is the prime challenge to prevent the hacking possibilities.
12. 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).
13. 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.
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. Referral stands for
- (A) a key E-CRM technique to follow-up customers when they abandon a shopping cart to encourage them to buy.
(B) a key E-CRM technique to tailor messages according to stated preference 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 coming to buy.