

# University of Mumbai

Program: TE Information Technology Engineering

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

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Note to the students:- All the Questions are compulsory and carry equal marks .

Q1.	A main objective of this ecommerce type is to reduce average time for fulfilling people requests for various government services.
Option A:	Business - to - Government (B2G)
Option B:	Business - to - Business (B2B)
Option C:	Government - to - Citizen (G2C)
Option D:	Consumer - to - Consumer (C2C)
Q2.	The combination of computing and telecommunications technologies has made it possible for a structured string of data to be exchanged between business applications without human intervention is refer to-
Option A:	Electronic Data Interchange
Option B:	Electronic Interchange Data
Option C:	Electronic Database Interchange
Option D:	Electronic Interchange Database
Q3.	Provides a uniform platform for information trade is:
Option A:	Exchange of goods
Option B:	Information exchange
Option C:	Delivery goods
Option D:	Resource focus
Q4.	The non-recurrence trade cycle profit and Internet e-Commerce or an electronic market is the appropriate e-technology of ----- trade cycle.
Option A:	Non repeating
Option B:	Second generic
Option C:	Third generic
Option D:	generic
Q5.	Following up complaints or providing maintenance refer to-
Option A:	EDI
Option B:	E-commerce Trade
Option C:	After Sales
Option D:	Settlements

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Q6.	To recognize the client (after logging successfully) each time when he clicks (requests) something, the server maintains an ID number known as
Option A:	Session number
Option B:	Session identity
Option C:	Session variable
Option D:	Session request
Q7.	The toolbar contains buttons you can use to display data for different platforms is -
Option A:	Style Wondering
Option B:	Style Rendering
Option C:	Style Picture
Option D:	Style Description
Q8.	When you shop online, your personal details or account information should not be accessible to anyone except the seller you have chosen to share it with. Select the correct option-
Option A:	Separation
Option B:	Isolation
Option C:	Privacy
Option D:	Unification
Q9.	When the connection is established at both ends (client and server) the session starts and terminates when the connection (communication) is ended (closed by server) such connection is well maintained by the ----
Option A:	Connector
Option B:	Servlets
Option C:	Session
Option D:	Logs in
Q10.	Statement I: Panel groups are sets of related panels that are grouped together. Statement II : In Dreamweaver CS5, Business Catalyst, Files, and Assets panel appear by default
Option A:	Both Statement I and Statement II are True
Option B:	Both Statement I and Statement II are False
Option C:	Statement I is True and Statement II is False
Option D:	Statement I is False and Statement II is True
Q11.	The ----- of the site refers to the way the menu bars and other internal links are used on web pages
Option A:	Menu bars
Option B:	image map
Option C:	Banners
Option D:	navigation structure

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Q12.	_____ Method is use to transfer money to another person via INTERNET.
Option A:	Cyber crime
Option B:	E-check
Option C:	Credit card
Option D:	Debit card
Q13.	Select any one from below, The concept behind a credit card is _____.
Option A:	Use now, debit later
Option B:	Pay now, get credit later
Option C:	Buy now, pay later
Option D:	Use now, debit later
Q14.	POS stands for:
Option A:	Point of safe
Option B:	Point of Sale
Option C:	Point of Satisfaction
Option D:	Point of Std
Q15.	The acronym DES stands for
Option A:	Digital Evaluation System
Option B:	Digital Encryption Standard
Option C:	Digital Encryption System
Option D:	Double Encryption Standard
Q16.	Which of following is not mean By security in e-Commerce
Option A:	Preventing disasters from happening
Option B:	Protecting an organization's data resource from unauthorized access
Option C:	Authenticating messages received by an organization
Option D:	Protecting messages sent on the internet from being read and understood by unauthorized persons/organizations
Q17.	Which one of the following used In cheque payment protocol, the purchase order form is signed by purchaser using
Option A:	his public key
Option B:	his private key
Option C:	his private key using his signature hardware
Option D:	various public keys
Q18.	The disadvantage of Traditional/offline marketing is
Option A:	Limited by geographical boundaries
Option B:	Personal touch(interaction) between prospective buyer and seller
Option C:	Easy to reach local audience
Option D:	Promotion materials can be recycled
Q19.	In online Marketing Strategies, what is Article Marketing

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Option A:	In this strategy, an informative blog about the product or service targets the specific customers
Option B:	In this strategy, informative articles will be used to attract traffic to your website
Option C:	In this strategy, the information will be conveyed using a video to the potential customers
Option D:	In this strategy, advertisers pay a fee each time one of their ads is clicked
Q20.	What is Advertising-Supported Revenue Model
Option A:	In this model, broadcasters provide free programming to an audience along with advertising messages
Option B:	In this model, businesses offer services for which they charge a fee that is based on the number or size of transactions they process.
Option C:	In this model, companies offer an increasing variety of services on the Web for which they charge a fee
Option D:	In this model, more the audience on the website more is the revenue
Q21.	What is Fee-for-Transaction Revenue Model
Option A:	In this model, companies offer an increasing variety of services on the Web for which they charge a fee
Option B:	In this model, more the audience on the website more is the revenue
Option C:	In this model, subscribers pay a fee and accept some level of advertising.
Option D:	In this model, businesses offer services for which they charge a fee that is based on the number or size of transactions they process
Q22.	_____ is used to operate/run the E-Business
Option A:	Email
Option B:	Satellite
Option C:	Internet
Option D:	Intranet
Q23.	_____ e-business models enable consumers to behave as buyers and sellers in third-party-facilitated online marketplaces.
Option A:	B2B
Option B:	C2B
Option C:	B2G
Option D:	C2C
Q24.	When considering strategy, the matching of internal resources against external demands forms part of:
Option A:	Strategic objectives
Option B:	Strategic analysis
Option C:	Strategic implementation
Option D:	Strategic definition
Q25.	Once segments have been identified, organizations need to define how best to position their online services relative to competitors according to four main

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	variables: product quality, service quality, and fulfillment time. Which variable is missing
Option A:	Customer value
Option B:	Brand perception
Option C:	After sales service
Option D:	Price