University of Mumbai
Examination 2020 under cluster 4 (PCE)

Program: BE Information Technology Engineering
Curriculum Scheme: Rev2016
Examination: Third Year Semester V
Course Code: ITDLO5013 and Course Name:E-commerce and 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.	_____ describes E-commerce
Option A:	Doing business electronically
Option B:	Doing business
Option C:	Sale of goods
Option D:	Exchange of goods
Q2.	Which of the following is stored at the client side?
Option A:	URL rewriting
Option B:	Hidden form fields
Option C:	SSL sessions
Option D:	Cookies
Q3.	Divisibility is NOT attained in
Option A:	Cash
Option B:	Credit card
Option C:	Check
Option D:	Credit/Debit
Q4.	In electronic cheque payments developed, it is assumed that most of the transactions will be
Option A:	customers to customers
Option B:	customers to business
Option C:	business to business
Option D:	banks to banks
Q5.	Using digital channels to increase market share in an existing market is an example of
Option A:	market development
Option B:	market penetration
Option C:	product development
Option D:	diversification
Q6.	Sales and Marketing refers to
Option A:	Storage and distribution of finished products
Option B:	Receiving and Storing raw materials, Inventory Control
Option C:	Discovering potential markets and customer needs to formulate sales plan
Option D:	Handling support documents and providing customer service
Q7.	_____ is a competitiveness driver for e-business

Option A:	Reduced service costs
Option B:	Reduced sales costs
Option C:	Obtain supplies more rapidly
Option D:	Avoiding losing market share to businesses already using e-commerce
Q8.	_____ is the motive of supply chain management
Option A:	provide customer satisfaction
Option B:	improve quality of a product
Option C:	integrating supply and demand management
Option D:	increase production
Q9.	An example of a capability benefit from creating an e-commerce website is
Option A:	The ability to reach overseas markets without a sales presence
Option B:	More rapid response to customer enquiries
Option C:	Tracking of number of customers using different parts of site
Option D:	Lower paper costs needed for marketing and fewer staff needed in contact centre
Q10.	A digital signature is
Option A:	a bit string giving identity of a correspondent
Option B:	a unique identification of a sender
Option C:	an authentication of an electronic record by tying it uniquely to a key only a sender knows
Option D:	an encrypted signature of a sender
Q11.	_____ is a combination of software and information designed to provide security and information for payment
Option A:	digital wallet
Option B:	pop up ad
Option C:	shopping cart
Option D:	encryption
Q12.	_____ specifications define a registry service for Web services and for other electronic and non-electronic services
Option A:	UDDI
Option B:	SOAP
Option C:	WSDL
Option D:	CGI
Q13.	C in CIA of Smart card stands for _____
Option A:	Conference
Option B:	Conditional
Option C:	Confidential
Option D:	Correctness
Q14.	To make your website mobile friendly, you can make your website
Option A:	Responsive
Option B:	Reactive
Option C:	Fast Loading

Option D:	Light
Q15.	_____ is NOT a E-Business model based on functionality
Option A:	Merchant
Option B:	Community
Option C:	C2B
Option D:	Subscription
Q16.	_____ doesn't belongs to ERP technologies
Option A:	data warehousing
Option B:	business process reengineering
Option C:	data mining
Option D:	manufacturing resource planning
Q17.	_____ is example of digital wallet
Option A:	E-check
Option B:	Paytm
Option C:	GrabPay
Option D:	Touch n Go
Q18.	_____ is online advertising
Option A:	Charging a company a fee to place an ad or text on your site
Option B:	An advertising plan prepared for an online business
Option C:	The process of creating products for the target market
Option D:	Limiting all advertising activities to online activities
Q19.	_____ Business Model is used by Internet Service Providers
Option A:	Brokerage Model
Option B:	Subscription Model
Option C:	Advertising Model
Option D:	Utility Model
Q20.	_____ is not a security technique
Option A:	Encryption
Option B:	Cryptography
Option C:	Wallets
Option D:	Digital Signature
Q21.	_____ is a messaging protocol specification for exchanging structured information in the implementation of web services
Option A:	UDDI
Option B:	SOAP
Option C:	WSDL
Option D:	CGI
Q22.	_____ is true about Javascript
Option A:	It is a server side scripting language

Option B:	It is client side scripting language
Option C:	It is a Software
Option D:	It is a database
Q23.	The process of stepwise completion of product purchase online is called _____
Option A:	Value Chain
Option B:	Funnel model
Option C:	Trade Cycle
Option D:	SWOT
Q24.	Which type of products are least purchased using ecommerce?
Option A:	Luxurious goods
Option B:	books
Option C:	softwares
Option D:	clothing
Q25.	_____ is not related to security mechanism
Option A:	encryption
Option B:	decryption
Option C:	e-cash
Option D:	RSA

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Question	Correct Option (Enter either 'A' or 'B' or 'C' or 'D')
Q1.	A
Q2.	D
Q3.	A
Q4	C
Q5	B
Q6	C
Q7	D
Q8.	C
Q9.	A
Q10.	C
Q11.	A
Q12.	A
Q13.	C
Q14.	A
Q15.	C
Q16.	D
Q17.	B
Q18.	A
Q19.	B
Q20.	C
Q21.	B
Q22.	B
Q23.	C
Q24.	A
Q25.	C