

University of Mumbai
Examination 2020 under cluster 4 (PCE)

Program: BE Information Technology

Curriculum Scheme: Rev2012

Examination: Final Year Semester II

Course Code: BEITC7053 and Course Name: E Commerce and E Business

Time: 1 hour

Max. Marks: 50

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

Q1.	Connecting websites to backend servers,Processing the data and controllong the behaviour of higher layers ,all these things are done by
Option A:	HTML Language
Option B:	Server side php scripts
Option C:	CSS Scripts
Option D:	Java Scripts
Q2.	The set of standards for communication between browser and program running on server that allows for interaction between user and server is known as---
Option A:	Java server pages(JSP)
Option B:	VBScript
Option C:	Active server pages(ASP)
Option D:	Common Gateway Interface(CGI)
Q3.	In PHP in order to access MySQL database you will use:
Option A:	mysqlconnect() function
Option B:	mysql-connect() function
Option C:	mysql_connect() function
Option D:	sql_connect() function
Q4.	Which service encompasses all technologies used to transmit and process information on and across a network?
Option A:	Interoperability
Option B:	Scalability

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Option C:	Benchmarking
Option D:	Web services
Q5.	Which one is not used as a security mechanism?
Option A:	Encryption
Option B:	Cryptography
Option C:	Digital signature
Option D:	Wallets
Q6.	The process of creating or rewriting an organization's mission, identifying and evaluating the long-term goals and strategies to reach those goals, and determining the required resources is called
Option A:	strategic management.
Option B:	organizational planning
Option C:	scoping the organization.
Option D:	strategic planning.
Q7.	which of the following is not security aspect with respect to e-commerce
Option A:	Integrity
Option B:	Response Time
Option C:	Authenticity
Option D:	Confidentiality
Q8.	A_____ .is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone
Option A:	smart Cards
Option B:	E-Cheques
Option C:	E-cash

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Option D:	E-wallet
Q9.	Which of the following payment methods satisfies anonymity property?
Option A:	Fund transfer
Option B:	e check
Option C:	Cash
Option D:	Debit card
Q10.	What does C in CIA of Smart card stands for
Option A:	Conference
Option B:	Conditional
Option C:	Confidential
Option D:	Correctness
Q11.	Publishers and affiliates compare their capability to create value from content using a/n
Option A:	earnings per click model
Option B:	pay per click model
Option C:	exposure model (typically CPM)
Option D:	affiliate model (typically CPA)
Q12.	The revenue model of an online publisher who generates revenue through single access to content for a site visitor is described as
Option A:	pay per view
Option B:	cost per click
Option C:	subscription
Option D:	cost per thousand
Q13.	Using digital channels to increase market share in an existing market is an

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	example of
Option A:	market development
Option B:	market penetration
Option C:	product development
Option D:	diversification
Q14.	What is affiliate marketing?
Option A:	A method of earning money online for referring visitors to other sites or products on other sites
Option B:	Network marketing
Option C:	Direct to consumer sales
Option D:	Marketing your site to groups of businesses
Q15.	What 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
Q16.	Which of the following market entry strategies are the most common for existing firms?
Option A:	first mover
Option B:	fast follower
Option C:	brand extender.
Option D:	alliances.
Q17.	All of the following are challenges to online retail except _____.
Option A:	Consumer concerns about the security of transactions

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Option B:	Consumer concerns about the privacy of personal information given to Web sites
Option C:	Delays in delivery of goods when compared to store shopping
Option D:	Inability to change prices nearly instantly
Q18.	The sequence of a typical manufacturing supply chain is
Option A:	Storage–Supplier–manufacturing–storage–distributor–retailer–customer
Option B:	Supplier–Storage–manufacturing–storage–distributor–retailer–customer
Option C:	Supplier–Storage–manufacturing– distributor–storage–retailer–customer
Option D:	Supplier–Storage–manufacturing–storage– retailer–distributor–customer
Q19.	Process of managing information about customers to maximize loyalty is said to be
Option A:	Company relationship management
Option B:	Supplier management
Option C:	Retailer’s management
Option D:	Customer relationship management
Q20.	First step in analysis of customer value is to
Option A:	Identify customers value attributes
Option B:	Assessing attributes importance
Option C:	Assessing company's performance
Option D:	Assessing competitor’s performance
Q21.	What is a primary focus of a CRM system?
Option A:	Controlling a businesses costs
Option B:	Meeting short term profit goals

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Option C:	Attracting the best employees to apply for jobs
Option D:	Managing customer relationships in an organized way
Q22.	What is at the heart of any ERP system?
Option A:	Information
Option B:	Employees
Option C:	Customers
Option D:	Database
Q23.	Which of the following is not the phase of classical waterfall model?
Option A:	Feasibility Study
Option B:	Requirement Analysis
Option C:	Building Prototype
Option D:	Maintenance
Q24.	Process dependencies summarise the order in which activities occur according to the business rules that govern the processes. There are three common techniques that are often applied in an e-business analysis. Which of the following is not one of these processes?
Option A:	Task manual development
Option B:	Network diagram
Option C:	Flow process chart
Option D:	Event-driven process chain model
Q25.	With effective website design, the creation of an information architecture involves creating a plan to group information logically and creating a site structure which is commonly known as:
Option A:	Wireframe
Option B:	Blueprint

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Option C:	Sitemap
Option D:	Web index

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Program: BE Information Technology

Curriculum Scheme: Rev 2012

Examination: Third Year Semester VII

Course Code:BEITC7053 and Course Name: E Commerce and E Bussiness

Time: 1 hour

Max. Marks: 50

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

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Q19.	D
Q20.	A
Q21.	D
Q22.	D
Q23.	C
Q24.	A
Q25.	C