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Maximum Weight : 5

Section II

[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]

U.G. CBCSS INTERNAL EXAMINATION, MAY 2024

DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN SECTION II OF THE QUESTION PAPER

Answer all questions.

All questions carry equal weight.

Put a tick mark [✓] in the column against the correct answer.

1. Which type of e-commerce platform allows consumers dealing with each other ?

- | | | | |
|------------|--------------------------|------------|--------------------------|
| (A) B 2 B. | <input type="checkbox"/> | (B) B 2 C. | <input type="checkbox"/> |
| (C) C 2 B. | <input type="checkbox"/> | (D) C 2 C. | <input type="checkbox"/> |

2. Which term represents a count of the number of people who visit one site, then click on an ad so that they are taken to the site of the advertiser ?

- | | | | |
|-------------------------|--------------------------|---------------------------|--------------------------|
| (A) Affiliate customer. | <input type="checkbox"/> | (B) Clickthrough customer | <input type="checkbox"/> |
| (C) Window shoppers. | <input type="checkbox"/> | (D) None of the above. | <input type="checkbox"/> |

3. The percentage of customers who visit a web site and really buy some items is known by the term :

- | | | | |
|---------------------------|--------------------------|------------------------|--------------------------|
| (A) Genuine buyers rate. | <input type="checkbox"/> | (B) Real buyer's rate. | <input type="checkbox"/> |
| (C) Shadow shoppers rate. | <input type="checkbox"/> | (D) Conversion rate. | <input type="checkbox"/> |

4. Identify the one which is not a function of e-commerce :

- | | | | |
|------------------|--------------------------|------------------|--------------------------|
| (A) Marketing. | <input type="checkbox"/> | (B) Advertising. | <input type="checkbox"/> |
| (C) Warehousing. | <input type="checkbox"/> | (D) None. | <input type="checkbox"/> |

Turn over





5. Plastic cards, having the size of a credit card which contains an embedded chip wherein digital information can be stored are :

- (A) Interactive cards. (B) Aadhar cards.
- (C) Shopping cards. (D) Smart cards.

6. Which of the following refers to output tailor-made according to individual customers' taste and preference ?

- (A) Niche marketing. (B) Aggregation.
- (C) Customization. (D) Bundling.

7. A combination of software and information designed to provide security as well as information in support of a payment is known by the name :

- (A) Encryption. (B) Digital wallet .
- (C) Virtual mall. (D) Decryption.

8. Which of the following is not related to network security mechanism ?

- (A) Encryption. (B) Decryption.
- (C) Benchmarking. (D) Firewall.

9. Locate the one which is not a function of ERP :

- (A) Scheduling. (B) Warehousing.
- (C) Selling. (D) Advertising.

10. Which one of the following is not a file/document created by an EDI system :

- (A) Transaction file. (B) Transmission file.
- (C) Internal format file. (D) External format file.





11. Which one of the e-commerce service platforms helps to stabilise web service and optimise resources by prioritising uses and applications :

- | | | | |
|----------------------|--------------------------|----------------------|--------------------------|
| (A) Chat. | <input type="checkbox"/> | (B) Web qos. | <input type="checkbox"/> |
| (C) Internet broker. | <input type="checkbox"/> | (D) e-speak browser. | <input type="checkbox"/> |

12. ISDN stands for :

- | | |
|---|--------------------------|
| (A) International Standards Digital Network. | <input type="checkbox"/> |
| (B) Integrated Services Digital Network. | <input type="checkbox"/> |
| (C) Interrelated Service Design Network. | <input type="checkbox"/> |
| (D) Interconnected Surveillance Distribution Network. | <input type="checkbox"/> |

13. Which one of the following is not a virtual private network ?

- | | | | |
|----------------------------|--------------------------|---------------|--------------------------|
| (A) Intranet. | <input type="checkbox"/> | (B) Extranet. | <input type="checkbox"/> |
| (C) Remote access network. | <input type="checkbox"/> | (D) None. | <input type="checkbox"/> |

14. _____ are unwritten rule of conduct on the internet.

- | | | | |
|-----------|--------------------------|-----------------|--------------------------|
| (A) SMTP. | <input type="checkbox"/> | (B) Netiquette. | <input type="checkbox"/> |
| (C) TCP. | <input type="checkbox"/> | (D) HTTP. | <input type="checkbox"/> |

15. The unsolicited commercial mails and Usenet hosting are known as :

- | | | | |
|-------------|--------------------------|------------|--------------------------|
| (A) Worm. | <input type="checkbox"/> | (B) Spam. | <input type="checkbox"/> |
| (C) Trogen. | <input type="checkbox"/> | (D) Smuts. | <input type="checkbox"/> |

16. Presentation of a site using existing internet service/bandwidth for public access is Popularly known as :

- | | | | |
|---------------------|--------------------------|--------------------|--------------------------|
| (A) Web designing. | <input type="checkbox"/> | (B) Web hosting. | <input type="checkbox"/> |
| (C) Web supporting. | <input type="checkbox"/> | (D) Web accessing. | <input type="checkbox"/> |

Turn over





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17. The term URL denotes :

- (A) Uniform Rapid Locator.
- (B) User Resources Locking.
- (C) Uniform Resource Location.
- (D) None.

18. Which one of the following is not an offline payment option ?

- (A) Cash on deliver. (B) Cheque.
- (C) Net banking. (D) Money order.

19. A payment method under which the credit card numbers in an encrypted form are Stored in the hard drive :

- (A) E-wallet. (B) E-cheque.
- (C) E-money. (D) Digital money.

20. Which one of the following is not an advantage of credit cards ?

- (A) Universal medium. (B) Impulse buying.
- (C) Instant approval. (D) None.

No. of MCQs attempted

Weight Scored

(To be entered by the examiner)

No. of MCQs not attempted

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER WITH
THE MAIN ANSWER-BOOK**

