

**IMAYAM ARTS & SCIENCE COLLEGE  
KANNANUR-THURAIYUR-621 206.**

**DEPARTMENT OF COMPUTER SCIENCE AND  
APPLICATIONS  
QUESTION BANK**



**CLASS : M.COM**  
**TITLE OF THE PAPER : E – COMMERCE**  
**SUBJECT CODE : P16MCE4A**  
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**Choose the correct answer**

1. Which of the following describes e-commerce?

- a. Doing business electronically
- b. Doing business
- c. Sale of goods
- d. All of the above

Answer: A

2. Which of the following is part of the four main types for e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. All of the above

Answer: D

3. Which segment do eBay, Amazon.com belong?

- a. B2Bs
- b. B2Cs
- c. C2Bs
- d. C2Cs

Answer: B

4. Which type of e-commerce focuses on consumers dealing with each other?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: D

5. The best products to sell in B2C e-commerce are:

- a. Small products
- b. Digital products
- c. Specialty products
- d. Fresh products

Answer: B

6. Digital products are best suited for B2C e-commerce because they:

- a. Are commodity like products
- b. Can be mass-customized and personalized
- c. Can be delivered at the time of purchase
- d. All of the above

Answer: D

7. All of the following are techniques B2C e-commerce companies use to attract customers, except:

- a. Registering with search engines
- b. Viral marketing
- c. Online ads
- d. Virtual marketing

Answer: D

8. Which is not a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. none of the above

Answer: C

9. What are ballpoint pens purchased by a clothing company?

- a. Direct materials
- b. Indirect materials
- c. EDI
- d. None of the above

Answer: B

10. Most individuals are familiar with which form of e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: B

11. How the transactions occur in e-commerce?

- a. Using e-medias
- b. Using computers only
- c. Using mobile phones only
- d. None of the above

Answer: A

12. Which of the following is a method of transferring money from one person's account to another?

- a. electronic check
- b. credit card
- c. e-transfer
- d. none of the above

Answer: A

13. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

- a. internet commerce
- b. e-commerce
- c. transaction information transfer
- d. electronic data interchange

Answer: D

14. Which of the following is used in B2B to pay for purchases?

- a. e-commerce
- b. financial electronic data interchange
- c. electronic data exchange
- d. electronic checks

Answer: B

15. Which of the following is used in B2B to pay for purchases?

- a. e-commerce
- b. financial electronic data interchange
- c. electronic data exchange
- d. electronic checks

Answer: B

16. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used

to decrypt data. The key used to encrypt data is called the \_\_\_\_\_ key, while the key used to decrypt data is called the \_\_\_\_\_ key.

- a. encryption, decryption
- b. private, public
- c. encryption, public
- d. public, private

Answer: D

17. What is a model of a proposed product, service, or system?

- a. Prototyping
- b. Prototype
- c. Proof-of-concept prototype
- d. Selling prototype

Answer: B

18. What is an intranet that is restricted to an organization and certain outsiders, such as customers

and suppliers?

- a. Client/server network
- b. Intranet
- c. Extranet
- d. Thin client

Answer: C

19. Which is a function of ERP?

- a. Warehousing
- b. sales
- c. scheduling
- d. all of the above

Answer: D

20. Which of the following is the primary characteristic of an intranet?

- a. People outside the organization can access it
- b. People inside the organization can't access it
- c. People outside the organization can't access it
- d. None of the above

Answer: C

21. ERP stands for

- a. Enterprise resolution planning
- b. Enterprise reverse planning
- c. Enterprise resource planning
- d. None of the above

Answer: C

22. What is the process of evaluating IT assets, their importance to the organization, and their susceptibility to threats, to measure the risk exposure of these assets?

- a. Risk management
- b. Risk assessment
- c. Security
- d. None of the above

Answer: B

23. HTTP stands for

- a.) Hyper Text Transport Protocol
- b.) Hyper Text Transport Planning



c.) Hyper Text Transfer Planning

d.) Hyper Text Transfer Protocol

Answer: B

24. Mobile Commerce can be defined as -

a.) M-Business

b.) M-Com.

c.) M-Home

d.) M-Phil

Answer: A

## **ANSWER THE FOLLOWING (2 MARK)**

### **1. What is e-commerce?**

E-Commerce is about selling products or services over the Internet. If you are selling a product or a service, e-commerce might be a smart way to do business. Over the Internet you can reach a large number of customers.

### **2. What is an e-commerce framework?**

E-Commerce framework is related to software frameworks for e-commerce applications. They offer an environment for building e-commerce applications quickly. E-Commerce frameworks are flexible enough to adapt them to your specific requirements. As result, they are suitable for building virtually all kinds of online shops and e-commerce related (web) applications.

### **3. What is media convergence?**

Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. Media convergence is the joining, or "converging," of distinct technologies into one. It takes completely separate ideas and smashes them together.

### **4. What is e-market?**

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands. It has two distinct advantages over traditional marketing. E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs.

### **5. What is EDI?**

Electronic Data Interchange (EDI) is the computer-to-computer exchange of business documents in a standard electronic format between business partners. By moving from a paper-based exchange of business document to one that is electronic, businesses enjoy major benefits such as reduced cost, increased processing speed, reduced errors and improved relationships with business partners.

### **6. What is internal information system?**

Internal commerce is the application of electronic commerce to processes or operations. Specifically, we define internal commerce as using methods and pertinent technologies for supporting internal business processes between individuals, departments, and collaborating organizations.

## 7. What is internet commerce?

Internet Commerce is the use of the Internet for all phases of creating and completing business transactions. The Internet provides an opportunity to create markets, and serve customers in ways hitherto unimaginable. A couple of years ago many viewed electronic commerce as simply trading using online networks and EDI (Electronic Data Interchange). For them, the Internet was "totally irrelevant and unsuitable for electronic commerce".

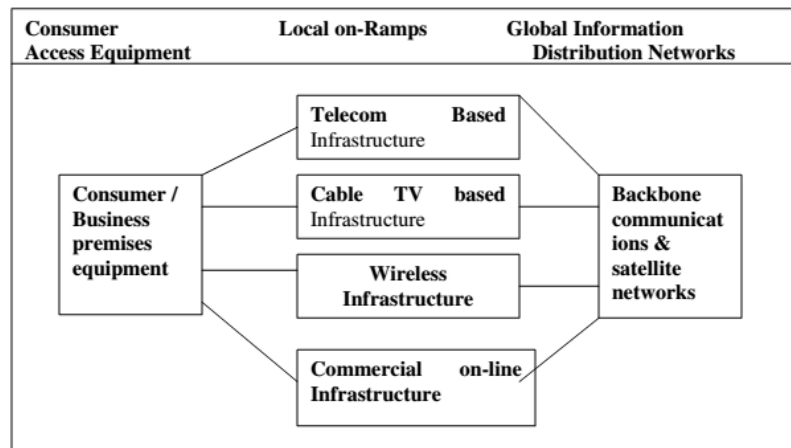
## 8. What is e-Commerce applications?

E-Commerce (electronic commerce) is an area which is used in various fields of business like wholesale, retail as well as manufacturing unit. eCommerce is a subset of the e-business that concerns commerce. The activity of the exchange of goods and services with some of the other kind of payment methods can be intended as commerce. eCommerce world is an application of information sharing among business trading basically online commercial transaction with clients.

## 9. What are the components of I-way Infrastructure?

There are three components of the I-way infrastructure:

- Consumer access equipment
- Local on-Ramps
- Global information Distribution Network



## 10. What is internet terminology?

The internet is a massive interconnection of computer systems. It consists of millions of calculating and computing devices. The [Internet](#) is a worldwide network of computers, which provides a wide array of information that follows a standard communication protocol. This communication protocol is what we call as TCP (Transmission Control Protocol) or IP (Internet Protocol).

### **11. What is NSFNET?**

NSFNET was a network for research computing deployed in the mid-1980s that in time also became the first backbone infrastructure for the commercial public Internet. Created as a result of a 1985 National Science Foundation (NSF) initiative, NSFNET established a high-speed connection among the five NSF supercomputer centers and the National Center for Atmospheric Research, and provided external access for scientists, researchers, and engineers who were not located near the computing centers.

### **12. What is WWW?**

World Wide Web (WWW): The World Wide Web (“WWW” or simply the “web”) is a collection of electronic documents (called web pages) that are linked together like a spider web. These documents are stored on computers called servers located around the world.

### **13. What is Hypertext Publishing?**

Hypertext publishing is the act of making a document widely available in an open hypertext system. We distinguish **open hypertext** from **simple hypertext** in that open hypertext allows many concurrent readers and writers to effectively share very large information pools.

### **14. What is meant by EPS and its type?**

E-commerce sites use electronic payment, where electronic payment refers to paperless monetary transactions. Electronic payment has revolutionized the business processing by reducing the paperwork, transaction costs, and labor cost. Being user friendly and less time-consuming than manual processing, it helps business organization to expand its market reach/expansion. Listed below are some of the modes of electronic payments –

- Credit Card
- Debit Card
- Smart Card
- E-Money
- Electronic Fund Transfer (EFT)

### **15. What is smart card?**

Smart card is again similar to a credit card or a debit card in appearance, but it has a small microprocessor chip embedded in it. It has the capacity to store a customer’s work-related and/or personal information. Smart cards are also used to store money and the amount gets deducted after every transaction. Smart cards can only be accessed using a PIN that every customer is assigned with. Smart cards are secure, as they store information in encrypted format and are less expensive/provides faster processing. Mondex and Visa Cash cards are examples of smart cards.

### **16. What is credit card?**

Payment using credit card is one of most common mode of electronic payment. Credit card is small plastic card with a unique number attached with an account. It has also a magnetic strip embedded in it which is used to read credit card via card readers. When a customer purchases a product via credit card, credit card issuer bank pays on behalf of the customer and customer has a certain time period after which he/she can pay the credit card bill.

### **17. What is VAN?**

A VAN (value added network) is a private network provider that focuses on offering network services such as secure email, message encryption and management reporting. Their goal is to facilitate EDI (electronic data interchange) among online companies, providing a convenient way for ecommerce businesses to securely communicate and share data.

### **18. What is supply chain management?**

Supply Chain Management is undeniably the underpinning structure that governs a large portion of your business. SCM plays a vital role in your potential success. You need to manage all the activities related to purchasing of raw material, manufacturing, and distribution or a combination of all of them. You need to ensure the quality of the products that keep your customers coming back to you.

### **19. What is advertising on the Internet?**

**Online advertising** is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in email. Savvy advertisers are increasingly making use of this forum for reaching consumers, for a number of reasons:

- It's relatively inexpensive
- It reaches a wide audience
- It can be tracked to measure success (or failure)
- It can be personalized for a target audience

### **20. What is Information Filtering?**

Information filtering (also known as content filtering) deals with the delivery of information that the user is likely to find interesting or useful. An information filtering system assists users by filtering the data source and deliver relevant information to the users.

### **21. What is meant by Emerging Tools?**

Effective marketing requires a suite of powerful tools. Online businesses have the unique advantage of being able to constantly connect with their target audience. Tools like Google Analytics and MailChimp are perennial favorites for marketers and business owners who are focusing on email marketing. Standard tools are often not enough, however, especially for the specific needs and goals of online retailers. Tracking social media, incentivizing referrals and streamlining content creation are important tasks, greatly facilitated by marketing tools tailored for e-commerce businesses.

### **22. What is Digital Video?**

Digital video is binary data that represents a sequence of frames, each representing one image. The frames must be shown at about 30 frames per sec. The frames being ran at a speed of 30 frames per second leaves an impression that it is a video. Development of digital video compression technology has enabled the new applications in consumer electronics, multimedia computers and communications market.

### **23. What is video conferencing?**

Video conferencing is a type of conferencing in which video cameras and microphones are used for discussions. It provides an environment of normal meeting. It enables participants to see, hear and present material to one another as if they are in the same room. Video conferencing can speed up business process and procedures. Many companies use video-conferencing to deal with other companies. In video-conferencing people residing at various places can talk with each other. They can see one another. It is very useful in this busy age. It prevents a lot of time and costs.

### **24. What is frame relay?**

**Frame Relay** sends information in packets called **frames** through a shared **Frame-Relay** network. Each **frame** contains all the information necessary to route it to the correct destination. So in effect, each endpoint can communicate with many destinations over one access link to the network.

### **25. What is mobile computing?**

Mobile e-commerce (m-commerce) is a term that describes online sales transactions that use wireless electronic devices such as hand-held computers, mobile phones or laptops. These wireless devices interact with computer networks that have the ability to conduct online merchandise purchases. Any type of cash exchange is referred to as an e-

commerce transaction. Mobile e-commerce is just one of the many subsets of electronic commerce.

## **26. What is meant data communication protocol?**

A communications protocol defines the rules for sending blocks of data (each known as a Protocol Data Unit (PDU)) from one node in a network to another node. Protocols are normally defined in a layered manner and provide all or part of the services specified by a layer of the OSI reference model. A protocol specification defines the operation of the protocol and may also suggest how the protocol should be implemented. It consists of three parts:

1. Definition of Protocol Control Information (PCI) format which forms the PDU header
2. Definition of procedures for transmitting and receiving PDUs
3. Definition of services provided by the protocol layers

## **27. What is multimedia in e-commerce?**

**Multimedia** content can be considered both fuel and traffic for **E-commerce** applications. The technical definition of **Multimedia** is the use of digital data in more than one format, such as the combination of text, audio, video and graphics in a computer file/document.

### **ANSWER THE FOLLOWING (5 mark)**

1. Overview about e-commerce
2. Explain about e-commerce frame work?
3. Explain anatomy of e-commerce applications?
4. Explain about Global Information distribution Networks?
5. Explain hyper-text publishing?
6. Explain about customer Oriented Applications in e-commerce?
7. Explain about Consumer's Perspective?
8. Explain about Merchant's Perspective?
9. Explain about EPS?
10. Explain Smart Cards and EPS and its type?
11. Explain about Credit Cards and EPS?
12. Explain about EDI application?
13. Explain Work-flow Automation and Coordination?
14. Explain about Emerging Tools?
15. Explain about Digital video and e-commerce?
16. Explain about frame relay?
17. Explain about cell relay?
18. Explain Wireless Delivery Technology?

19. Explain about Cellular?
20. Explain about Frame work?

**ANSWER THE FOLLOWING(10 mark)**

1. Briefly explain about NSFNET architecture and components?
2. Briefly explain about Internet Terminology?
3. Briefly explain about WWW architecture?
4. Briefly explain about Mercantile Process Models?
5. Explain briefly about supply chain management?
6. Explain about Internal Information System?
7. Briefly explain about Advertising on the Internet?
8. Explain about chatting the On-Line Marketing Process?
9. Explain briefly about Information Filtering and its type?
10. Explain briefly about Multimedia and Digital Video?
11. Briefly explain mobile computing?
12. Explain about Data Communication Protocols?
13. What is B2C Model?