

3038

Booklet Series

B

B.C.A. (III Sem.) Examination, 2024-25

Bachelor of Computer Application

(E-commerce and ERP)

(To be filled by the Candidate / निम्न पूर्तियाँ परीक्षार्थी स्वयं भरें)

Roll No. (in figures)

अनुक्रमांक (अंकों में) _____

| Time : 2 : 00 Hours

| समय : 2 : 00 घण्टे

| Maximum Marks : 70

| अधिकतम अंक : 70

Roll No. (in words)

अनुक्रमांक (शब्दों में) _____

Name of Examination Centre

परीक्षा केन्द्र का नाम _____

Signature of Invigilator

कक्ष निरीक्षक के हस्ताक्षर

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 75 questions. Examinee is required to answer any 65 questions in the OMR Answer-Sheet provided and not in the question booklet. In case Examinee attempts more than 65 Questions, first 65 attempted questions will be evaluated. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be immediately replaced.

(Remaining Instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 75 प्रश्न हैं। परीक्षार्थी को किन्हीं 65 प्रश्नों को दी गई ओएमआर आन्सर-शीट पर ही हल करना है। परीक्षार्थी द्वारा 65 से अधिक प्रश्नों को हल करने की स्थिति में, प्रथम 65 उत्तरों को ही मूल्यांकित किया जायेगा। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR उत्तर-पत्रक को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका, जिसमें कुछ भाग छपने से छूट गये हों या प्रश्न एक से अधिक बार छप गये हों या किसी भी प्रकार की कमी हो, उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

1. Who maintains the RTGS payment network?
 - (A) State Bank of India
 - (B) National Payment Corporation of India
 - (C) Reserve Bank of India
 - (D) Indian Bank's Association
2. What type of payment system in NEFT?
 - (A) Debit-Pull System
 - (B) Credit Push System
 - (C) Debit Push System
 - (D) Credit Pull System
3. Which is an alphanumeric code that uniquely identifies a bank branch participating in the NEFT system?
 - (A) IFSC
 - (B) STP
 - (C) SFMS
 - (D) RTGS
4. Which is retail fulfillment approach in which a shop does not hold the goods it sells in stock?
 - (A) Aggregator model
 - (B) Affiliate
 - (C) Dropshipping
 - (D) Advertising model
5. ----- is concerned with the buying and selling information, products and services over internet.
 - (A) Commerce
 - (B) E-commerce
 - (C) B-Business
 - (D) None of these
6. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as ----- E-Commerce Business model.
 - (A) Subscription
 - (B) Transaction
 - (C) Affiliate
 - (D) Licensing
7. What is the percentage of customers who visit a website and actually buy something called?
 - (A) Affiliated programs
 - (B) Click-through
 - (C) Span
 - (D) Conversion rate

8. What is a primary goal of establishing a web presence?
- (A) To increase offline store traffic
 - ☒ (B) To build brand recognition and online engagement
 - (C) To reduce customer interaction
 - (D) To sell directly in physical stores
9. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
- ☒ (A) B2B
 - ☒ (B) B2C
 - (C) C2B
 - (D) C2C
10. Which protocol permits users to transfer files from the server to their client computer and vice versa?
- (A) HTTP
 - (B) SMTP
 - (C) IMAP
 - ☒ (D) FTP
11. Which of the following was the first commercial web browser?
- (A) Mosaic
 - (B) Mozilla
 - ☒ (C) Netscape Navigator
 - (D) Internet Explorer
12. What is e-payment?
- ☒ (A) Electronic payment for buying and selling
 - ☒ (B) Payment of online software
 - (C) Payment of electronics
 - (D) None of the above
13. What are the main concerns about electronic payment?
- (A) Limited acceptance
 - ☒ (B) Privacy and security
 - (C) Privacy and charged fees
 - (D) Security and charged fees

14. Which of the following is a type of E-Commerce provider?

- (A) Digital marketing agencies
- ✓(B) E-Commerce Platform providers
- (C) Physical store managers
- (D) Traditional wholesalers

15. Which of the following is a major change associated with the evolution of E-Commerce?

- (A) Paper-based transactions
- ✓(B) Mobile commerce (m-commerce)
- (C) Barter system
- (D) Face-to-face transactions

16. Which of the following best describes Internet Protocol (IP)?

- ✓(A) A set of rules for formatting internet traffic
- (B) A method for encrypting email
- (C) A tool for monitoring website activity
- (D) A service for purchasing domain names

17. Which of the following is a key difference between traditional marketing and e-marketing?

- (A) Traditional marketing is always cheaper
- ✓(B) E-marketing allows for better customer segmentation
- (C) Traditional marketing can only be done online
- (D) E-marketing does not allow customer feedback

18. What is an example of an Internet portal.

- ✓(A) Yahoo
- (B) e-bay
- (C) Facebook
- (D) None of these

19. Which one of the following is not a Digital wallet?

- (A) Phone Pe Wallet
- (B) Paytm Wallet
- (C) Mobikwik Wallet
- ✓(D) Google Pay

20. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment
- (A) B2B
 ✓(B) B2C
 (C) P2P
 (D) C2B
21. Which of the following is a part of SCM?
- (A) Suppliers
 (B) Manufacturers
 (C) Customers
 ✓(D) All of the above
22. Which of the following is NOT a type of E-Commerce?
- (A) Business-to-Consumer (B2C)
 (B) Business-to-Business (B2B)
 ✓(C) Consumer-to-Government (C2G)
 (D) Business-to-Government (B2G)
23. Which of the following best describes the early age of the internet?
- (A) A collection of privately-owned networks
 ✓(B) A military research project for ARPANET
 (C) A platform for eCommerce from the beginning
 (D) A social media platform for public use
24. What is the role of cookies in E-Commerce?
- ✓(A) To track user behavior for personalized shopping experiences
 (B) To encrypt credit card details
 ✓(C) To store website data on the server
 (D) To optimize internet speed
25. What is the function of the World Wide Web (WWW)?
- (A) To host email services
 ✓(B) To provide a graphical interface for accessing the internet
 (C) To connect devices via Bluetooth
 ✓(D) None of these

26. What does E-commerce stand for?

- (A) Electronic Communication
- ✓(B) Electronic Commerce
- (C) Exchange Commerce
- (D) Economic Commerce

27. Which of the following is NOT an activity of E-Commerce?

- (A) Online banking
- (B) Purchasing goods online
- ✓(C) Face-to-face transactions in a physical store
- (D) Electronic payment

28. What is one of the key activities of E-Commerce?

- (A) Warehouse management
- ✓(B) Digital marketing and promotions
- (C) Product manufacturing
- (D) Employee training

29. Which of the following is a benefit of E-commerce for businesses?

- (A) Limited market reach
- (B) Higher costs of operations
- ✓(C) 24/7 availability
- (D) Physical storage constraints

30. What is a major advantages of E-commerce for customers?

- (A) Time-bound shopping
- ✓(B) Ability to compare prices easily
- (C) Inability to track orders
- (D) Limited payment options

31. Which of the following is NOT a goal of E-commerce?

- (A) Expand market reach
- (B) Increase the efficiency of operations
- (C) Reduce time to market
- ✓(D) Decrease digital communication

32. One of the primary goals of E-commerce is to:
- (A) Increase physical store sales
 - ☒ (B) Reduce transaction costs
 - (C) Restrict global sales
 - (D) Increase manual processes
33. Which of the following is a key components of an E-commerce system?
- ☒ (A) Network infrastructure
 - ☒ (B) Human resources
 - (C) Legal contracts
 - (D) Paper-based transactions
34. Payment gateways in E-commerce are used to:
- (A) Provide customer support
 - ☒ (B) Secure online transactions
 - (C) Manage product inventories
 - (D) Facilitate in-store purchases
35. What element is crucial in the E-commerce ecosystem for the delivery of products?
- (A) Internet bandwidth
 - ☒ (B) Payment gateways
 - (C) Logistic services
 - (D) Data encryption
36. What is the most common mode of operation associated with E-commerce?
- (A) Manual order processing
 - ☒ (B) Electronic Data Interchange (EDI)
 - (C) Face-to-face negotiation
 - (D) Paper-based transactions
37. Which manpower is commonly associated with E-commerce operations?
- ☒ (A) Software developers
 - (B) Bank tellers
 - (C) Factory workers
 - (D) Field marketers

38. What is one key characteristics of the internet?

- (A) Centralized control
- ✓(B) Interconnected networks
- (C) Unidirectional communication
- (D) Lack of scalability

39. Which of the following is a component of the internet?

- (A) Wireless routers
- (B) Web browsers
- (C) Data packets
- ✓(D) All of the above

40. The full form of SIM are-

- (A) Subscription Identifier Module
- (B) Subscriber Identity Module
- (C) Single Identifier Module
- ✓(D) Security Identifier Module

41. Which service is not considered as an internet service?

- (A) Email
- (B) Web hosting
- ✓(C) Television broadcasting
- (D) File transfer protocol (FTP)

42. What is the function of a Uniform Resource Locator (URL)?

- (A) To encrypt website traffic
- ✓(B) To provide a specific address to access a resource on the internet
- (C) To identify the bandwidth of a website
- (D) To measure internet speed

43. Who is credited with inventing the World Wide Web (WWW)?

- (A) Steve Jobs
- (B) Bill Gates
- (C) Tim Berners-Lee
- ✓(D) Larry Page

44. What is a portal in web development?
- (A) A specific webpage where users can access multiple services or resources ✓
 - (B) A platform for creating mobile applications
 - (C) A file-sharing network ✓
 - (D) A database management tool
45. Which of the following is a strategic capability of the internet for businesses?
- (A) High operational costs
 - (B) Real-time communication and transactions ✓
 - (C) Dependency on physical store locations
 - (D) Limited reach to local markets
46. Which of the following is an advantages of portals?
- (A) Portals provides real-time access to multiple services from a single point. ✓
 - (B) Portals are always faster than websites ✓
 - (C) Both (A) and (B) ✓
 - (D) None of the above
47. What is the purpose of a shopping cart in E-Commerce?
- (A) To display product reviews
 - (B) To store selected items before making a purchase ✓
 - (C) To provide customer support
 - (D) To handle refunds and returns
48. Which of the following is used to measure website traffic?
- (A) Bandwidth
 - (B) Cookies
 - (C) Page views ✓
 - (D) Pixels ✓
49. What does UPI stands for?
- (A) Unified Payment Interface ✓
 - (B) Universal Payment Interface
 - (C) Unified Payment Integration
 - (D) Universal Payment Integration
50. What is the primary function of an Internet Service Provider (ISP)?
- (A) To create websites
 - (B) To provide access to the internet ✓
 - (C) To sell hardware
 - (D) To host cloud-based services

51. Which of the following is essentially a business process that connects manufactures, retailers, customers & suppliers in the form of chain to develop & deliver products

- (A) E-commerce
- (B) EDI
- (C) Networking
- ☒ (D) SCM

52. Which of the following is a core activity of E-commerce?

- (A) Manufacturing of goods
- ☒ (B) Electronic payment processing
- (C) Advertising on TV
- (D) Physical store setup

53. What is hyperlink.

- (A) A wireless device you can use to look at website
- (B) A popular website with lots of content
- ☒ (C) A connection from one webpage to another
- (D) A fast internet cable

54. Which is the early form of E-commerce.

- (A) SCM
- ☒ (B) EDI
- (C) Both of these
- ☒ (D) None of these

55. The full form of PIN-

- ☒ (A) Personal Identification Number
- (B) Professional Income Number
- (C) Personal Income number
- (D) Professional Identification Number

56. PIN in ATM card is of-

- (A) 12 digit
- (B) 2 digit
- (C) 2 alphabet & 2 digit
- ☒ (D) 4 digits

57. Which of the following is the most accurate definition of E-Commerce?

- (A) Buying and selling of goods over the telephone
- ☒ (B) Buying and selling of goods and services over the internet
- (C) Marketing activities conducted via television
- (D) Using computers for business analysis

58. ----- is not an e Payment

- (A) echeque
- (B) Debit card
- (C) Credit card
- ~~(D) Cash on delivery~~

59. Any persons sell his laptop on OLX
by which medium of E-commerce

- (A) B2B
- (B) B2C
- ~~(C) C2C~~
- (D) None of the above

60. For B2B e-commerce, what is
necessary?

- (A) Word Wide Web
- (B) Secure payment service
- (C) Secure electronic communication link
- ~~(D) All of the above~~

61. The solution for all business need is

- (A) EDI
- ~~(B) ERP~~
- (C) SCM
- (D) None of the above

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

- (A) NEFT
- (B) RTGS
- (C) IMPS
- ~~(D) All of the above~~

63. Which term represents a count of
the number of people who visit one
site, click on an ad, and are taken to
the site of the advertiser?

- (A) Affiliate programs
- ~~(B) Click-through~~
- (C) Spam
- (D) All of the above

64. What is an internet that is restricted to an organization and certain outsiders, such as customers and suppliers?
- (A) Client/server network ✓
 (B) Internet
 (C) Extranet
 (D) Thin clint
65. Which is not a function of ERP?
- (A) Warehousing
 (B) Sales
 (C) Scheduling ✓
 (D) ~~None of the above~~
66. Who protects system from external threats?
- (A) Firewall ✓
 (B) EDI
 (C) ERP
 (D) Script kiddies
67. ERP stands for
- (A) Enterprise resolution planning
 (B) Enterprise reverse planning
 (C) Enterprise resource planning ✓
 (D) None of the above
68. Which one is also known as plastic money?
- (A) Credit card
 (B) Debit card
 (C) Prepaid card
 (D) All of the above ✓
69. In which year National Electronic fund Transfer started in India?
- (A) 2002
 (B) 2004
 (C) **2005** ✓
 (D) 2006

70. A Banking company whose license is cancelled may appeal to the -----

- (A) High court
- (B) Supreme Court
- ✓(C) RBI
- (D) Central Government

71. A company who accepts demand deposit is called -----

- (A) Banking company✓
- (B) Joint stock company
- (C) Manufacturing company
- (D) IT company

72. The type of e-commerce that deals with auction is -----

- (A) B2B
- (B) B2C
- (C) C2B
- ✓(D) C2C

73. Which of the following is not the part of organized sector of India Money market.

- (A) Chit funds ✓
- (B) Mutual funds
- (C) Non-Banking financial companies
- (D) Reserve Bank of India

74. In which year was UPI launched in India.

- (A) 2015
- (B) 2016✓
- (C) 2017
- (D) 2018

75. Which of the following is NOT an example of an ISP?

- ✓(A) Google Chrome
- (B) BSNL Broadband
- (C) DEN Networks
- (D) MTNL Broadband