

NGM COLLEGE (AUTONOMOUS) POLLACHI
DEPARTMENT OF BUSINESS ADMINISTRATION

18 UBM 624 – INTERNET AND E-COMMERCE

SECTION - A

MULTIPLE CHOICE QUESTIONS WITH ANSWERS (K1)

UNIT-I

1. A piece of icon or image on a web page associated with another webpage is called
 - a) URL
 - b)Hyper link**
 - c) Plugin
 - d) None of the mentioned

2. Dynamic web page
 - a) is same every time whenever it displays
 - b) Generates on demand by a program or request from browser**
 - c) Both (a) and (b)
 - d) None of the mentioned

3. What is a web browser?
 - a) A program that can display a web page
 - b) A program used to view html documents
 - c) It enables user to access the resources of internet
 - d) All of the mentioned**

4. Common gateway interface is used to
 - a) Generate executable files from web content by web server**
 - b) Generate web pages
 - c) Stream videos
 - d)None of the mentioned

5.URL stands for

- a)Unique reference label
- b) Uniform reference label
- c) Uniform resource locator**
- d)Unique resource locator

6.A web cookie is a small piece of data

a) Sent from a website and stored in user's web browser while a user is browsing a website

- b) Sent from user and stored in the server while a user is browsing a website
- c) Sent from root server to all servers

d) None of the mentioned

7. Which one of the following is not used to generate dynamic web pages?

- a) PHP
- b) ASP.NET
- c) JSP
- d) None of the mentioned**

8.An alternative of JavaScript on windows platform is

- a) VBScript**
- b) ASP.NET
- c) JSP
- d) None of the mentioned

9.What is document object model (DOM)?

- a)Convention for representing and interacting with objects in html document**
- b)Application programming interface
- c) Hierarchy of objects in ASP.NET
- d) None of the mentioned

10.AJAX stands for

- a) Asynchronous JavaScript and xml**
- b) Advanced JSP and xml

- c) Asynchronous JSP and xml d) Advanced JavaScript and xml

11. _____ is a repository of information linked together from points all over the world.

- a) **The WWW** b) HTTP
c) HTML d) None of the above

12. The _____ is a standard for specifying any kind of information on the Internet.

- a) **URL** b) ULR
c) RLU d) None of the above

13. The _____ is the client-server program used to retrieve the document

- a) Path
b) Protocol
c) Host
d) None of the above

14. In a URL, the _____ is the computer on which the information is located.

- a) Path b) Protocol
c) Host d) None of the above

15. In a URL, an optional _____ can be inserted between the host and the path, and it is separated from the host by a colon.

- a) Path b) Protocol
c) Host **d) None of the above**

16. In a URL, the _____ is the full name of the file where the information is located.

- a) **Path** b) Protocol c) Host d) None of the above

17. Www is based on which model?

- a) Local-server **b) Client-server**
c) 3-tier d) None of these

18. Which of the following statements is incorrect regarding multimedia on the web?

- a) The MPEG, AIFF and WAV are cross-platform formats**
b) The MPEG, AU and MIDI are cross-platform formats
c) The SND format has a relatively low fidelity
d) VRML can be used to model and display 3D interactive graphics

19. .net domain is used for

- a) Educational institution** b) Internet infrastructure and service providers
c) International organizations d) None of the above

20. What is the full form of URL?

- a) Uniform Resource Library **b) Uniform Resource Locator**
c) United Resource Library d) United Resource Locators

UNIT-II

21. Which of the following describes e-commerce?

- a) Doing business electronically** b) Doing Business
c) Sale of goods d) All of the above

22. Which one of the following is not one of the major types of e-commerce?

- a) B2C **b) C2B**
c) B2B d) C2C

23. The dimension of e-commerce that enables commerce across national boundaries is called _____

- a) Interactivity
- b) Global reach**
- c) Richness
- d) Ubiquity

24. Which segment do eBay, Amazon.com belong/

- a) B2Bs
- b) C2Bs
- c) B2Cs**
- d) C2Cs

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

- a) B2B
- b) B2C
- c) C2B
- d) C2C**

26. Which of the following is an example of Web browser?

- a) Yahoo
- b) Google
- c) Mozilla Firefox**
- d) Gmail

27. _____ forms the highest layer of TCP/IP and divides a message over file into smaller packets which are transmitted

- a) TCP
- b) IP
- c) Telnet**
- d) FTP

28. A _____ is typically a database containing information about domain names and their correspondence IP address

- a) Telnet
- b) FTP
- c) TCP
- d) DNS**

29. DNS is an Internet service that translates domain names to or from _____.

- a) MAC address
- b) IP address**
- c) Both a and b
- d) None of the above

30. Which was the first search engine in the Internet?

- a) Google
- b) Archie**
- c) Alta Vista
- d) WAIS

31. Which protocol is used for secure communication over internet?

- a) IP
- b) UDP
- c) HTTP
- d) HTTPS**

38. ISP stands for

- a) International Server Protocol
- b) Internal Storage Protocol
- c) Internet Service Provider**
- d) Internet Storage Provider

39. Which of the following is not a component of networking?

- a) Hubs
- b) Motherboard**
- c) Routers
- d) Switches

40. The extensions .gov, .edu, .nic, and .net are called as

- a) Mail addresses
- b) DNSs
- c) Domain codes**
- d) Email targets

UNIT-III

41. URL stands for:

- a) Uniform Resource Loader
- b) Uniform Research Locator
- c) Uniform Research Loader
- d) Uniform Resource Locator**

42. Which is an instant messenger that is used for chatting?

- a) Google Talk**
- b) AltaVista
- c) MAC
- d) Microsoft Office

43. Commercial messages on the net are identified as

- a) Net ads
- b) Internet commercials
- c) Webmercials**
- d) Viral advertisements

44. Manuel Castelle was the first to use the term

- a)Internet society b)Electronic society
- c) Network society** d) Telematic society

45.GIF stands for

- a)Global Information Format b)Graphics Information Format
- c) Graphics Interchange File **d) Graphics Interchange Format**

46.Which one of the following is not a search engine?

- a)Google** b) Chrome c) Yahoo d) Bing

47.The Internet is a system of

- a)Software bundles b)Web page c) Web site **d) Interconnected Networks**

48.What is the full form of URL ?

- a)Uniform Reverse Location b)Universal Resolution Location
- c) Uniform Resource Locator** d) United Resource Locator

49.The Internet is an example of a network.

- a)Ring b)Bus c) Hybrid **d) Mesh**

50.The Internet was originally a project for this government agency.

- a)ARPA b)NSF c) NSA **d) None of these**

51. Its main purpose is to prohibit unauthorized access to your computer via the Internet.

- a)Popup blocker **b)Firewall** c) Spyware blocker d) Spam

52.What do you need to put your web pages on the www ?

- a)A connection to internet b)A web browser
- c)A world wide web **d)All of the above**

53. Which of the following is not related to information security on the Internet ?

- a) Data Encryption
- b) Water marking
- c) Data Hiding
- d) Information Retrieval**

54. Which of the following is a wrong direction to guard against a 'Phishing' attack?

- a) Log on to a site by typing the proper URL in the address bar
- b) Ensure that the URL of the login page starts with http:// and not https://**
- c) Give user id and password only at authenticated login page
- d) Look for the lock sign/icon and VeriSign certificate

55. WWW, in computer parlance, stands for

- a) World Wide Web Worm**
- b) World Wide Wildlife Web
- c) World Wide Women's Web
- d) World Wide Women's Week

56. is a 32-bit number, normally expressed as four octets between the periods.

- a) Port
- b) Domain name
- c) IP address**
- d) None of these

57. The term DNS stands for

- a) Domain Name System**
- b) Defense Nuclear System
- c) Downloadable New Software
- d) Dependent Name Server

58. IPv4 and IPv6 are addresses used to identify computers on the internet. Find the correct statement out of the following

a) Number of bits required for IPv4 address is more than number of bits required for IPv6 address.

b) Number of bits required for IPv4 address is same as number of bits required for IPv6 address.

c) Number of bits required for IPv4 address is less than number of bits required for IPv6 address.

d) Number of bits required for IPv4 address is 64.

59. TCP/IP is necessary if one is to connect to the

- a) Phone lines b) LAN
c) **Internet** d) a Server

60. The software that enables the user to interact with the contents present on a web page?

- a) www b) HTTP c) **Browser** d) URL

UNIT-IV

61. Free of cost repair of software bug available at Internet is called

- a) Version b) Ad-on c) Tutorial d) **Patch**

62. The Internet was originally a project of which agency?

- a) **ARPA** b) NSF c) NSA d) None of these

63. Which of the following is a correct format of Email address?

- a) name@website@info b) **name@website.info**
c) Www. Nameofebsite.com d) name.website.com

64. HTML is used to create

- a) Machine language program b) High level program
c) **Web page** d) Web server

65. Process of copying file from remote server to local drive is called as _____.

- a) **Downloading** b) Down loading c) Uploading d) Browsing

66. Websites used for building network with friends and relatives is called as _____.

- a) E Commerce b) Net Banking c) Social Networking d) Blogging

67. Websites used to sell and buy something are categorized under _____.

a) Search Engines **b) E-Commerce Website**

c) Social Networking Sites d) Entertainment Sites

68. Google is an example of _____.

a) Entertainment **b) Search Engine**

c) Social Network d) None of these

69. Which of the following is example of micro blogging ?

a) Tweeter b) Orkut

c) Facebook d) Google +

70. Search engine optimization is the process of _____ of a website or a web page in a search engine's search results

a) Generating Cached Files **b) Affecting the visibility**

c) Getting Meta Tags d) None of these

71. SEO is to improve the volume and _____ to a web site from search engines.

a) Look and Feel **b) Quality of traffic**

c) Advertisement d) None of these

72. _____ is the process of fetching all the web pages linked to a web site.

a) Crawling b) Processing

c) Calculating Relevancy d) Indexing

73. Which of the following are the ways of Optimizing the images ?

a) Minimizing the size of Image b) Hosting images on Subdomains

c) Writing alt tags **d) All of these**

74. Which of the following is illegal way of SEO ?

a) Link Building b) Writing Meta Tags

c) **Creating doorway Pages** d) None of these

75. Another name of internet is _____.

- a) Virtual Space b) Data Space
c) Information Space **d) Cyber Space**

76. Who is the father of Internet ?

- a) Vint Cerf** b) Tim Berners Lee
c) Charles Babbage d) None of these

77. Internet works on

- a) Packet switching **b) Circuit switching**
c) Both packet switching and circuit switching d) None of the mentioned

78. Who is the founder of the Internet?

- a) Vint Cerf b) Charles Babbage
c) Tim Berners-Lee d) None of these

79. Who invented world wide web ?

- a) Tim Berners Lee** b) Sir Thomas
c) Charles Babbage d) None of these

80. Who is the father of email ?

- a) Tim Berners Lee b) Charles Babbage
c) Paul Buchheit **d) Ray Tomlinson**

UNIT-V

81. World Wide Web was proposed by

- a) **Bill Rogers** b) ARPANET
c) Tim Berners-Lee d) Bill Gates

82. The internet also known simply as -----

- a) NIT b) NAT c) **NET** d) NFT

83. Which of the following is an example of connectivity?

- a) **Internet** b) Power Card c) Data d) Floopy Disk

84. ----- to transmit information on the World Wide Web.

- a) TPPH b) **HTTP** c) HPTT d) HTPT

85. A web address is also called a -----

- a) **URL** b) ULR c) RLU d) LUR

86. The standard protocol of the Internet is

- a) **TCP/IP** b) C++ c) Java d) HTML

87. Which of the following is used to write web pages?

- a) **HTML** b) URL c) FTP d) HTTP

88. ----- is the exchange of computer stored messages by telecommunication.

- a) **E-mail** b) Download c) Copy d) Save

89. Which of the following refers to dangerous programs that can be 'caught' by opening E-mail attachments and downloading software from the internet?

- a) Hardware b) Utility c) **Virus** d) Spam

90. The concept of electronic cash is to execute payment by

- a) Cheque b) **ATM card** c) Debit card d) Credit card

91. Which of the following is required to create an HTML document?

- a) Internet **b) Text editor** c) Search engine d) Browser

92. HTML is a

- a) Scripting Language** b) Web Browser
c) Programming Language d) Network Protocol

93. DNS stands for

- a) Domain Null System b) Domain Number System
c) Domain Name System d) Disk name system

94. _____ is not in three major components of EDI.

- (a) Trading Partners (b) Translation software
(c) Business organization (d) Communications

95. EDI Stands for

- a) Electronic domain interchange **b) Electronic Data interchange**
c) Electronic disk interchange d) Electronic number Interchange

96. What are cookies?

a) Cookies are text files stored on the client computer and they are kept for various information tracking purpose.

b) Cookies are binary files stored on the server computer and they are kept for various information tracking purpose.

c) Cookies are binary files stored on the client computer and they are kept for data storage purpose.

d) None of the above.

97. The Internet Relay Chat was developed by

- a) Jarkko Oikarinen** b) Tim Berners-Lee

- c) Robert Cailliau d) None of the above

98. Which of the following is not an example of search engine?

- a) Google **b) Gmail** c) Yahoo d) Altavista

99. Inserting spurious data or information into an organization's system to disrupt or overload services is called

- a) Interruption b) Interception
c) Modification **d) Fabrication**

100. A dial-up connection enables to connect to ISP using a

- a) Modem** b) Router c) Bridge d) Gateways

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INTERNET AND E-COMMERCE & INFORMATION SECURITY

UNIT-I

1. What is internet?
2. Define electronic mail.
3. Explain TELNET.
4. Expand FTP.
5. Expand TCP.
6. Define Internet protocol.
7. What do you mean by domain name system.
8. Expand ISP.
9. Define internet servers.
10. Explain search engines.

UNIT-II

11. What is E-commerce?
12. What is E – Business?
13. What is B2B?
14. What is B2C?
15. How e-commerce business operates for employees?
16. How e-commerce business operates for customers?
17. Define EDI.
18. What is meant by encryption?
19. Define static webpage.
20. Define dynamic website.

UNIT-III

21. What are the components of communication system?
22. Explain transmission media.
23. Define protocol.
24. What is meant by wireless network?
25. Write any two types of attack.
26. Define phishing.
27. Explain spoofing.
28. What do you mean by dumpster diving?
29. Write any two information security threats and vulnerability.
30. Explain tampering with data.

UNIT-IV

31. Define authentication.

32. Explain password management.
33. What is meant by e-commerce security?
34. What is meant by windows security?
35. Define firewalls.
36. Explain software security.
37. Define web security.
38. What is meant by cross site forgery?
39. Explain SQL injection.
40. Define stenography.

UNIT-V

41. Expand HTML.
42. Define HTML.
43. Write the basic components of HTML.
44. How to format a HTML text?
45. Write any two features of ordered list.
46. Write any two features of unordered list.
47. Define image formats.
48. Write any two table alignment elements.
49. What is meant by row and column spanning?
50. Define scrolling marquees.

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SECTION- B(K3-Questions)

UNIT-I

1. Examine the growth of internet.
2. Distinguish the file transfer protocol and transportation control protocol/internet protocol.
3. Analyse and write what is file transfer protocol?
4. Inspect and illustrate with Internet protocol.
5. Discover and write brief note on Internet servers.
6. Analyze and short note on search engines.
7. Inspect and illustrate with browsers.
8. Examine the new technologies and innovations in HTML.
9. Assume and analyse to prepare internet advertising model for your company.
10. Analyze and write brief note on HTML.

UNIT-II

11. Simplify and write what is e-commerce and its merits.
12. Examine and write the function of the e-commerce.
13. Examine and explain the basic benefits of E-Commerce.
14. List the features of E-commerce.
15. Inspect how e-commerce business operates for employees.
16. Inspect how e-commerce business operates for customers.
17. Inspect how e-commerce business operates for channels.
18. Inspect how e-commerce business operates for partners.
19. Analyze and write the brief note on static web page.
20. Simplify and write the brief note dynamic websites.

UNIT-III

21. AnalyseWrite in detail about encryption Documents.
22. List the components of communication system.
23. Inspect and write brief note on transmission media.

24. List the types of attack.
25. Examine and write short note on Phishing and spoofing.
26. Analyse and write brief note on Impersonation.
27. Discover and write brief note on Dumpster diving.
28. Examine and write short note on Spoofing identity and Tampering data.
29. Inspect and write brief note on Repudiation and information disclosure.
30. Examine and explain the Denial of service and elevation of privilege.

UNIT-IV

31. Examine the Password management.
32. Analyse and write brief note on e- commerce security.
33. Discover and write brief note on Windows security.
34. Network Intrusion detection and prevention system.
35. Examine and explain the Software security
36. Inspect and write brief note on Web security
37. List the importance of Secret and session management.
38. Examine and explain the Cross site scripting.
39. Simplify and write about Cross site forgery.
40. Explain what SQL injection is and how to prevent it.

UNIT-V

41. Explain ordered lists in HTML.
42. List the tags used for formatting the HTML text.
43. Compare relative URL's absolute URL's.
44. Explain unordered lists in HTML.
45. Examine what is lists and its importance.
46. Analyse and write brief note about spanning.
47. Inspect and write row spanning tags in detail.
48. Inspect and write column spanning tags in detail.
49. Infer and write short note on Netscape table enhancements.
50. List the scrolling marquees tags and its importance.

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SECTION –C(K4 & K5 Questions)

UNIT-I

1. Compare and explain file transfer protocol with internet protocol.
2. Explain electronic mail.
3. Discuss in detail note on domain name system (DNS).
4. Elaborates internet services providers (ISP).
5. Asses and write a brief note about internet advertising.

UNIT-II

6. Explain in detail about E-commerce and its types.
7. Assess how e-commerce business operates for services provider and regulatory authority.
8. Elaborate electronic data interchange.
9. Discuss in detail note on encryption and its type.
10. Design and originate setting up an e-commerce enterprise.

UNIT-III

11. Explain in detail note about communication system components.
12. Elaborate wireless network.
13. Explain what is internet and its role in e-business.
14. Assess and propose Information security threats and vulnerability.
15. Determine and write detail note about Information security goals.

UNIT-IV

16. Discuss in detail note about Authentication
17. Explain What is Network security and its importance.
18. Elaborate Firewalls.
19. Assess what is the best way to keep up with newest developments in Computer forensics?
20. Discuss in detail note on Stenography.

UNIT-V

21. Elaborate the basic components of HTML.
22. Explain in detail note on simple website creation with your own thought process.
23. Discuss the combining lists and image formats in detail.
24. Explain URL's linking to other HTML documents.
25. Evaluate and write the steps involved in simple web page creation.