

FUNDAMENTALS OF E-COMMERCE(18UEC205)

K1 LEVEL

Unit - I

1. Which of the following describes e-commerce?

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

2. Which of the following is a useful security mechanism when considering business strategy and IT?

- a. encryption
- b. decryption
- c. firewall
- d. all the above**

3. Which of the following is not related to security mechanism

- a. encryption
- b. decryption
- c. e-cash**
- d. all the above

4. 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**

5. 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

6. Which type deals with auction?

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

7. In which website Global Easy Buy is facilitated?

- a. Ebay.com**
- b. Amazon.com
- c. Yepme.com
- d. None of these

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

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

9. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture**
- c. Movies
- d. All of the above

Answer: B

10. Which products are people most likely to be comfortable buying on the Internet?

- a. Books
- b. PCs
- c. CDs
- d. All of the above**

11. 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**

12. 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**

13. Which is a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. all of the above**

14. Which is not a function of E-commerce

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

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

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

16. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?

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

17. Paisapay is facilitated in

- a. **eBay.co.in** b. amazon.com c. flipkart.com d. none of the above

18. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall which can be software, hardware, or a combination of the two?

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

19. 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

20. Which factor determines when your IT system will be available for knowledge workers to access?

- a. **Availability** b. Accessibility c. Reliability d. None of the above

Unit - II

1. Which factor determines who has the right to access different types of IT systems and information?

- a. Availability **b. Accessibility** c. Reliability d. Scalability

2. Which factor ensures your IT systems are functioning correctly and providing accurate information?

- a. Availability b. Accessibility **c. Reliability** d. Scalability

3. Which factor represents how well your system can adapt to increased demands?

- a. Availability b. Accessibility c. Reliability **d. Scalability**

4. Which factor represents a system's ability to change quickly?

a. **Flexibility** b. Performance c. Capacity planning d. Benchmark

5. What is a set of conditions used to measure how well a product or system functions?

a. Performance b. Flexibility c. Capacity planning **d. Benchmark**

6. What determines the future IT infrastructure requirements for new equipment and additional network capacity?

a. Flexibility b. Performance **c. Capacity planning** d. Benchmark

7. 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

8. 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**

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

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

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

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

11. Which segment is eBay an example?

a. B2B b. C2B c. C2C **d. None of the above**

12. Who breaks into other people's computer systems and steals and destroys information?

a. Hackers b. softwares c. Hacktivists d. Script kiddies

Answer: a

13. What floods a Web site with so many requests for service that it slows down or crashes?

- a. Computer virus b. Worm **c. Denial-of-service attack** d. None of the above

14. What software detects and removes or quarantines computer viruses?

- a. Backup **b. Anti-virus** c. Firewall d. Biometrics

15. Which of the following to viruses harm?

- a. Your keyboard b. Your monitor
c. Your processor **d. Viruses do not harm any of the above**

16. Which of the following can a virus do?

- a. Hurt your hardware b. Hurt any files they weren't designed to attack
c. Infect files on write-protected disks **d. None of the above**

17. Which is the most important component of IT?

- a. Information **b. People** c. Information technology d. Computers

18. Which of the following is not a dimension of privacy?

- a. Need for personal space b. Need to feel in control of our possessions
c. Need to feel in control of our personal information **d. All of the above are dimensions of privacy**

19. Which one is a communication channel threat?

- a. Sniffer programs b. Cyber vandalism c. Integrity threats **d. All of the above**

20. Which one is a communication channel security protocol?

- a. SSL b. S-HTTP c. SET **D. All of the Above**

Unit - III

1. Which one is a client level threat?

- a. Malicious code b. Viruses c. Active contents **d. All the above**

2. Which one is not a server level threat?

- a. Malicious code** b. CGI threats c. Database threats d. Buffer overflows

3. Which one is not a physical threat?

- a. Hacking** b. Storm c. Phishing d. None of the above

Answer: A

4. Which one is a physical threat?

- a. Phishing b. Storm c. Earthquake **d. All the above**

5. Which one is a logical threat?

- a. Hacking** b. Storm c. Phishing d. None of the above

6. Which one is a threat for E-commerce

- a. Trojan horse** b. firewall c. encryption d. None

7. Secure communication means

- a. Protect transmission of credit card number b. Guarantee privacy of customer
c. Unauthorized access of payment details **d. All the above**

8. Which one is not a threat for E-commerce

- a. Trojan horse b. Viruses c. Worm **d. None**

9. Which type deals with auction?

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

10. Which will harm computer resources

- a. Worm b. Virus c. Trojan horse **d. All the above**

11. During E-commerce transaction we should ensure-----

- a. Integrity b. Security c. Confidentiality **d. All the above**

12. The virus that are commonly found in word documents are called-----

- a. Macro** b. Trojan horse c. Script virus d. None of the above

13. The virus that are attached with vb and java files are called

- a. Macro b. Trojan horse **c. Script virus** d. None of the above

14. The viruses spreads through-----

- a. Mails b. Pen drives and cds c. Websites **d. All the above**

15. If the threat of substitute products or services is low it is an:

- a. Disadvantage to the supplier b. Advantage to the buyer
c. Advantage to the supplier d. None of the above

16. The threat of new entrants is high when it is:

- a. Hard for customers to enter the market b. Hard for competitors to enter the market
c. Easy for competitors to enter the market d. Easy for customers to enter the market

17. Secure Sockets Layers does which of the following?

- a. creates a secure, private connection to a web server b. encrypts information
c. sends information over the internet **d. all of the above**

18. When a transaction is processed online, how can the merchant verify the customer's identity?

- a. use secure sockets layers **b. use secure electronic transactions**

c. use electronic data interchange d. use financial electronic data interchange

19. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?

a. hacking b. cracking c. dumpster diving **d. spoofing**

20. Among the alternate models of B2B e-commerce,.....is the best means to obtain a competitive advantage in the Market place.

a. Process based **b .strategic relationship based** c. transaction based d. any of these

Unit - IV

1.....is basically a concept of online marketing and distributing of products and services over the internet

a B2G b B2E **c B2C** d B2B

2.Which of the following is not suitable for a B2C transaction ?

a clothes b flowers c airline reservation **d none**

3.e-commerce transaction has the advantage of eliminating middlemen.

a B2G **b B2C** c B2B d B2E

4.....e-commerce involves customers gathering information, purchasing and receiving products over an electronic network

a B2G b B2E c B2B **d B2C**

5.Which among the following is not an user of B2C e-commerce ?

a manufacturers b distributors c Publishers **d none**

6.e-commerce involves the electronic facilitation of transaction between customers through some third party.

a C2C b B2E c B2B d B2G

7.Which among the following is an example of C2C ?

a e-Bay b Amazon.com c Rentalic.com **d all of these**

8. Which among the following is not a B2E application

- a Online Insurance policy management
- b Online supply requests
- c Special employee offers
- d Locate application and tax forms**

9. refers to a kind of e-commerce which refers to a company selling or buying from other company

- a B2G
- b B2E
- c B2B**
- d P2P

10. Which of the following is not an example for B2B e-commerce ?

- a Sending and receiving orders
- b Invoice and shopping
- c all of these
- d none of these**

11. A company that manufactures bicycles may use the internet to purchase tyres from their suppliers. This is an example of-----transaction.

- a B2G
- b B2E
- c B2B**
- d P2P

12. Which one of the following is not a principle of e-commerce ?

- a privacy
- b integrity
- c authentication
- d none of these**

13. were the first to establish prominent E-commerce Brands

- a Baazar.com
- b E-bay and Amazon**
- c E-trade.com
- d none of these

14. is the exchange of services, information or product from one business to a government agency

- a B2G
- b B2E
- c B2B**
- d P2P

15. Peer to Peer [P2P] is also used to describe

- a C2C**
- b B2E
- c B2B
- d B2C

16. is an online auctioning site that facilitates the trade of privately owned items between individuals.

- a e-Bay**
- b Amazon.com
- c Rentalic.com
- d all of these

17. Monster.com is an example of website

a C2C b B2E c B2B d B2C

18.....is an internet network that allows users with the same network in software to connect to each other's hard disks and exchange files

a B2C b B2E c B2B **d P2P**

19. During E-commerce transaction we should ensure.....

A Integrity B Security C Confidentiality **D All the above**

20.Digital products are best suited for B2C E-commerce because they:

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

Unit - V

1.The best products to sell in B2C E-commerce are:

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

2.In which website Global Easy Buy is facilitated?

a. Ebay.com b. Amazon.com c. Yepme.com d. None of these

3.Which type deals with auction?

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

4.Which segment is eBay an example?

a. B2B b. C2B c. C2C **d. None of the above**

5.Which one is threat of E-commerce?

A Trojan horse B firewall C encryption D None

6.The viruses spreads through.....

A Mails B Pen drives and cds C Websites **D All the above**

7. Which one is a physical threat?

A Phishing B Storm C Earthquake **D All the above**

8. Which e-government arena is being used when governmental agencies send out and accept bids for work?

a G2G **b G2B** c G2C d G2G

9. ----- is an act that poses danger to computer assets.

a. Threat b. Danger c. Error d. None of the above

10. Secure communication means

a. Protect transmission of credit card number b. Guarantee privacy of customer
c. Unauthorized access of payment details **d. All the above**

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12. Which one is not a server level threat?

a. Malicious code b. CGI threats c. Database threats d. Buffer overflows

13. Which one is a client level threat?

a. Malicious code b. Viruses c. Active contents **d. All the above**

14. The E-payment mechanism widely used in B2B is

a. Credit card b. Debit card c. Master card **d. E-cheque**

15. Unsolicited e-mail is called what?

a. Junk mail **b. Spam** c. Extra mail d. None of the above

16. What is the name of the new anti-Spam bill?

- a. No-Spam **b. CAN-Spam** c. Spam-Away d. Stop Spam

17. E-mail messages may be stored on which of the following computers?

- a. Sender's computer b. Sender's server
c. Recipient's server **d. All of the above**

18. Which of the following is not a dimension of privacy?

- a. Need for personal space b. Need to feel in control of our personal information
c. Need to feel in control of our possessions **d. All of the above are dimensions of privacy**

19. Which item can a password be used to protect?

- a. Network b. File c. Folder **d. All of the above**

20. Which of the following are ways to prove access rights? a. What you know, like

- a password b. What you have, like an ATM card
c. What you look like **d. All of the above**

FUNDAMENTALS OF E-COMMERCE(18UEC205)

K2 LEVEL

Unit - I

1. What is information?

Information is associated with data and knowledge, as data is meaningful information and represents the values attributed to parameters, and knowledge signifies understanding of an abstract or concrete concept

2. Write the five characteristics of information.

Five characteristics of high quality information are accuracy, completeness, consistency, uniqueness, and timeliness.

3. What Is Information Technology

Information Technology is any computer-based tool used to work with information and support the information -processing need of an organization. These tools include; computers, software, routers, servers, printers, modems, just to name a few.

4. What is flow of information?

The flow of information is a conceptual timeline of how information is created, disseminated, and found.

5. Write the levels of information?

- **Internal information**
- **External information**

6. What is internal information?

All organisations generate a substantial amount of information relating to their operation. This internal information is vital to the successful management of the organisation.

7. What is external information?

An external source of information is concerned with what is happening beyond the boundaries of the organisation.

8. write a example for external information.

- **Census figures**
- **Telephone directories**
- **Judgments on court cases**
- **Computer users' yearbook**
- **Legislation, for example**
- **National opinion polls**
- **Trade journals**

9. Write the three categories of information in business.

- **Senior managers need information to help with their business planning**
- **Middle management need more detailed information to help them monitor and control business activities**
- **Employees with operational roles need information to help them carry out their duties**

10. List out the any three useful security mechanism when considering business strategy and IT?

1. encryption

2. decryption

3. firewall

Unit - II

1. What is internet?

A means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers.

2. What is intranet?

An intranet is a private network that is contained within an enterprise. It may consist of many interlinked local area networks and also use leased lines in the wide area network. Typically, an intranet includes connections through one or more gateway

3. What is extranet?

Restricted network of computers that allows controlled access to a firm's internal information to authorized outsiders (customers, suppliers, joint venture partners, etc.) by connecting them (usually via Internet) to the firm's intranet.

4. Write the advantages of internet.

1) Information on almost every subject imaginable.

2) Powerful search engines

3) Ability to do research from your home versus research libraries.

4) Information at various levels of study. Everything from scholarly articles to ones directed at children.

5. Write the disadvantage of internet.

- Hackers can create viruses that can get into your personal computer and ruin valuable data.**
- Hackers can use the internet for identity theft.**
- It can be quite depressing to be on the internet and realize just how uneducated so many people have become in today's society.**

6 Define internet.

The internet is the computer network which allows computer users to connect with computers all over the world, and which carries email.

7 . Write the uses of intranet.

Intranets are also being used as corporate culture-change platforms. For example, large numbers of employees discussing key issues in an intranet forum application could lead to new ideas in management, productivity, quality, and other corporate issues.

8. Write the benefits of intranet.

- **Workforce**
- **Time**
- **Communication**
- **Web publishing**
- **Work flow**
- **Cost effective**
- **Business operations and management**

9. Write the advantages of extranet.

- **Exchange large volumes of data using Electronic Data Interchange (EDI)**
- **Share product catalogs exclusively with trade partners**
- **Collaborate with other companies on joint development efforts**
- **Jointly develop and use training programs with other companies**
- **Provide or access services provided by one company to a group of other companies, such as an online banking application managed by one company on behalf of affiliated banks**
- **improved efficiency: since the customers are satisfied with the information provided it can be an advantage for the organisation where they will get more customers which increases the efficiency.**

10. Write any two disadvantage of extranet.

- **Extranets can be expensive to implement and maintain within an organization (e.g., hardware, software, employee training costs), if hosted internally rather than by an application service provider.**
- **Security of extranets can be a concern when hosting valuable or proprietary information.**

Unit - III

1. List the major benefits of e-commerce?

- **The major benefits of Ecommerce are:**
- **secure - more secure than a cheque.**
- **fast - the transactions take not more than a few seconds**
- **always on - the purchases can be made 24/7**
- **convenient - ease of purchasing**
- **reduced cost price -Reduction of Marketing and Advertising Costs**

2. What are the two advantages of electronic commerce over traditional commerce?

- **Instant worldwide availability.**
- **A streamlined buyer-to-seller relationship.**
- **Reduced paperwork.**
- **Reduced errors.**
- **Time and overhead costs.**
- **Reduced time to complete transactions.**
- **Easier entry into new markets.**
- **New business opportunities.**
- **Improved market analysis.**
- **Wider access to assistance and advice**
- **Improved product analysis.**
- **The ability to streamline and automate purchasing.**

3. What are the features of E-commerce?

The features of e-commerce are non-cash payment, service availability (24*7), Improved sales, support, advertising and marketing, inventory management, communication efficient, faster, reliable, less time consuming, on the go service and saving time. It is available at any time and anywhere, helps in making a better management of product and services.

4. Explain the technical disadvantages of e-commerce?

In e-commerce, there can be a lack of security of data, system, reliability and might be the poor standards of implementation as well. It is still getting or finding it and keeps on changing rapidly. There can be issues with the network in some areas, high-speed internet connectivity is required for accessing the websites on the desktop or mobile or any other gadgets. Existing applications and databases are difficult to integrate with e-commerce applications or software.

5. What is electronic data interchange?

The name for direct computer-to-computer transfer of transaction information contained in standard business documents.

6. Write any three functions of Secure communication?

- **Protect transmission of credit card number**
- **Guarantee privacy of customer**
- **Unauthorized access of payment details**

7. Write any three functions of E-commerce.

- **Marketing**
- **advertising**
- **warehousing**

8. Write the factors of successful E-commerce?

- **Regulation of product pricing**
- **Maintaining high quality products**
- **Improving store accessibility**
- **Making a wonderful first impression**
- **Securing your shipments**
- **Taking advantage of m-commerce**

9. Describes e-commerce?

Doing business transactions are electronically is called e-commerce.

10. What is E-commerce?

E-Commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

Unit - IV

1. What is B2B?

B2B (Business-to-Business)

In B2B, companies transact with each other. This includes the companies selling their product to wholesalers, distributors, etc

2. What is B2C?

B2C (Business-to-Consumer)

This is usually when average businesses transact with the customer. This is done through the shopping cart software and the amount involved in the transactions is usually low.

3. What is C2B?

C2B (Consumer-to-Business)

In this, a consumer places the product on the net. The companies willing to buy this product bid for it. The consumer can then decide, depending upon the bid, which company to sell it to.

4. What is C2C?

C2C (Consumer-to-Consumer)

These kind of transactions are usually done at an individual level. Payments can be done with the help of online systems like PayPal.

5. What are the types of ecommerce applications available in the it industry?

Business to Business (B2B)

Business to Customers (B2C)

Customers to Customers (C2C)

Customers to Business (C2B)

6. Write the levels of e-business architecture.

- **Enterprise Level**
- **Functional Level**
- **Operational Level**

7. What is Digital product?

The best products to sell in B2C e-commerce are called digital products.

8. Write any three suitable factor for digital products?

- **Digital products are commodity like products**
- **It can be mass-customized and personalized**
- **It can be delivered at the time of purchase**

9. What is E-business?

E-business or Online business means, business transactions that take place online with the help of the internet

10. Define E-Business?

E-business is the conduct of business processes on the internet. These e-business processes include buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaborating with business partners; sharing information and more.

Unit - V

1. What is Internet security?

Internet security relies on specific resources and standards for protecting data that gets sent through the Internet. This includes various kinds of encryption such as Pretty Good Privacy.

2. What is hacking?

Hacking can also refer to non-malicious activities, usually involving unusual or improvised alterations to equipment or processes.

3. What is privacy on computer?

Internet privacy and anonymity are paramount to users, especially as e-commerce continues to gain traction. Privacy violations and threat risks are standard considerations for any website under development.

4. What is computer crime?

Computer crime is an act performed by a knowledgeable computer user, sometimes referred to as a hacker that illegally browses or steals a company's or individual's private information. In some cases, this person or group of individuals may be malicious and destroy or otherwise corrupt the computer or data files.

5. Define thread?

A thread is a single sequential flow of control within a program.

6. How the viruses spread through?

Mails, All removable disk like Pen drives, cds and Websites

7. What is hacker?

A person who gains unauthorized access to a computer network for profit, criminal mischief or personal pleasure is called hacker.

8. Write any one threat of E-commerce?

Trojan horse

9. Write any three server level threat?

CGI threats c, Database threats and Buffer overflows

10. What is anti-virus?

Anti-virus are special type of software meant for limiting the risks of being hit by computer viruses

FUNDAMENTALS OF E-COMMERCE (18UEC205)

K3 LEVEL

Unit - I

1. What is Information technology?
2. Write the levels of Information.
3. List out the uses of information.
4. Write short note on internal information?
5. Write short note on external information?
6. What is information?
7. Explain “flow of information in organization”
8. Explain the various categories of E-commerce.
9. Explain “Development of an Intranet”
10. Explain “Development of an Internet.

Unit - II

1. What is origin of Internet?
2. Difference between intranet and internet
3. Write short note on intranet? Give the example.
4. Write short note on extranet? Give the example.
5. Define internet.
6. Write the advantage of Intranet.
7. What are the basic applications of Internet?
8. Write the Advantage of Internet
9. Write the disadvantage of Internet
10. Difference between intranet and extranet

Unit - III

1. Describe the different services of e-commerce?
2. Define electronic commerce.
3. Explain e-commerce?
4. Explain the benefits of ecommerce.
5. Explain the features of E-commerce.

6. What are the different types of issues to be considered in E-commerce?
7. Explain the impact of E-commerce.
8. Write the limitations of E- Commerce
9. Distinguish between E- commerce and traditional Commerce (Any 5)
10. What is traditional commerce?

Unit - IV

1. Define a business model.
2. Explain about B2C model?
3. What is B2B E-commerce. Give an example for this.
- 4) What is B2C E-commerce. Give an example for this.
- 5) What is C2B E-commerce. Give an example for this.
- 6) What is C2C E-commerce. Give an example for this.
- 7) Give any 2 applications of e commerce.
8. What is E-business?
9. Define E-business.
10. Explain the factors of successful E-commerce.

Unit - V

1. What are the different types of network security issues? (5 marks)
2. What are the different network services to ensure the security of a message?
3. What are the E-Commerce Security Threats?
4. What is mean by Secure Transaction in E-Commerce?
5. Write short note on Privacy on Internet
6. What is Computer Crime?
7. What is mean by hacking?
8. Write short note on threats
9. Explain “Corporate Email privacy”
10. Explain “Privacy on Internet”

FUNDAMENTALS OF E-COMMERCE (18UEC205)

K4 LEVEL

Unit - I

1. Discuss the various levels of information in organization.
2. Explain about the uses of information.
3. Explain the characteristics of Information.
4. Explain the various categories of E-commerce.
5. Explain the flow of information in organization.

Unit - II

1. Distinguish between intranet and extranet.
2. Explain the advantages and disadvantages of Internet.
3. Explain the different types of issues to be considered in E-commerce
4. Distinguish between internet and intranet.
5. Explain “Development of an Intranet and Extranet”

Unit - III

1. Explain the various applications of E- commerce.
2. Explain the various business models in E-commerce.
3. Explain the limitations of E- Commerce
4. Explain the merits and demerits of ecommerce.
5. Explain the impact of E-commerce.

Unit - IV

1. Explain the different types of network security issues
2. Explain the components of internet information technology structure.
3. Elucidate on ‘E-Commerce in India’
4. Distinguish between E- commerce and traditional Commerce
5. Elucidate on B2B model.

Unit - V

1. Elucidate on Privacy issues in E-Commerce.
2. Explain the various software packages for privacy.

3. Explain the secure transaction in E-commerce.
4. Explain the various types of computer crime.
5. Elucidate on corporate Email privacy