

E-COMMERCE STRATEGY AND APPLICATIONS (16UEC622)

K1 LEVEL

Unit - I

1. Which is a function of E-commerce

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

2. What is the percentage of customers who visit a Web site and actually buy something called?

- a. Affiliate programs b. Click-through c. Spam **d. Conversion rate**

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

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

4. Which of the following statements accurately reflect the impact of technology?

- a. Technology has caused buyer power to increase
- b. Technology has lessened the entry barriers for many industries
- c. Technology has increased the threat of substitute products and services

d. all of the above

5. Amazon.com is well-known for which e-commerce marketing technique?

- a. Banner ads b. Pop-up ads **c. Affiliate programs** d. viral marketing

6. 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

7. If you need to transfer money to another person via the internet, which of the following methods could you use?

a. financial cybermediary b. electronic check

c. electronic bill presentment and payment **d. all of the above**

8. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?

a. financial cybermediary b. electronic check

c. electronic bill presentment and payment d. all of the above

9. A combination of software and information designed to provide security and information for payment is called a what?

a. digital wallet b. pop up ad c. shopping cart d. encryption

10. 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

11. Who protects system from external threats?

a. firewall b. EDI c. ERP d. Script kiddies

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

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

13. All of the following are considered biometrics, except:

a. Fingerprint b. Retina **c. Password** d. Voice

14. Which of the following is a characteristic of a firewall?

- a. Examines each message as it seeks entrance to the network
- b. Blocks messages without the correct markings from entering the network
- c. Detects computers communicating with the Internet without approval
- d. All of the above**

15. 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**

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

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

17. What is an electronic representation of cash?

- a. Digital cash b. Electronic cash c. E-cash **d. All of the above**

18. . Smart card is better protected than other cards using

- a. Encryption** b. Firewall c. Hub d. All the above

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

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

20. Which type of technology will increase portability and mobility?

- a. Implant chips b. Micro-payments c. Internet phone calls **d. All of the above**

Unit - II

1. Which one is also known as plastic money?

- a. **Credit card** b. Debit card c. Paper cash d. All of the above

2. E-cheques are

- a. **Prepaid** b. Postpaid c. Both prepaid and postpaid d. none of the above

3. Digital signature is a

- a. Digital id, send as an attachment to a web page/e-mail/message b. Is used for verifying the attachments send using web
c. **Both a and b** d. None of these

4. The presence of ----- make the smart card smart.

- a. Memory **b. Microchip** c. E-cash d. None of the above

5. The smart card which use antenna for reading and writing data

- a Contact smart card b Contactless smart card c Proximity smart card

d Both B and C

6. ----- card is read only.

- a Contact smart card b Contactless smart card

c Proximity smart card d Both B and C

7. Which of the smart card uses a sim like structure for reading and writing data

- a Contact smart card** b Contactless smart card

c Proximity smart card d Both B and C

8. Which is used to identify mobile money

a. MCID **b. MMID** c. RSID d. none of the above

9. Which one is not used as a security mechanism?

a. Encryption b. Cryptography **c. Wallets** d. Digital signature

10. Secret key is used for

a. Public key cryptography **b. Private key cryptography**

c. Asymmetric key cryptography d. None of these

11. E-Banking is also known as

a. ATMs **b. Net banking** c. Traditional banking d. None of these

12. Which one is not an offline payment mode?

a. Cash on delivery b. Cash before delivery c. Demand drafts **d. e-cheque**

13. Which one is an offline payment mode?

a. Cash on delivery b. Cash before delivery c. Credit card **d. Both a and b**

14. Which one is not an online payment mode?

a. Cash on delivery b. Debit card c. Credit card d. e-cheque

15. Which one is an online payment mode?

a. Cash on delivery b. Cash before delivery c. Demand drafts **d. e-cheque**

16. Which one is not an E-payment method used in India

a. Debit card b. Credit card c. e-cheque **d. none of the above**

17. OTP stands for

a. On Time Password b. On Time processing c. One time processor d. None

18.....is any transaction, involving the transfer or rights to use goods and services, which is initiated and or completed by using mobile access to computer mediated networks with the help of an electronic device.

a Mobile Commerce b e-commerce c both of these d none of these

19.....in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer

a customer b issuer c Merchant d Acquirer

20.Ais an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications

a Digital signature **b Digital certificates** c SSL d none of these

Unit - III

1.....is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation.

a Debit Card b credit card **c Electronic purse** d any of these

2.....is basically a secure gate between our organization data and internet.

a Network firewall b Antivirus c both of these d. none of these

3.....are program developed by some dishonest people to destroy the computer system and the valuable information in it.

a Network firewall **b computer virus** c both of these d none of these

4.....are special type of software meant for limiting the risks of being hit by computer viruses

a Network firewall **b Antivirus** c both of these d none of these

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

a Hacker b spoofer c operator d none of these

6.....is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants

a Mobile Commerce b e-commerce c both of these d none of these

7.....is the exchange of goods or items or commodities and services or applications used for money and deals the money matters

a E-commerce **b Commerce** c Both of these d none

8.....is an approach to deliver information differentiated business values called services by combining the system and process generally called resources

a E-business b E-commerce c any of these d none

9.....always operate on intranet

a E—commerce **b E-Business** c EDI d None of these

10.Which among the following is not an example for E-commerce

a Amazon.com b Baazar.com **c E-trade.com** d None of these

11.....is an approach to deliver information differentiated business values called services by combining the system and process generally called resources

a E-business b E-commerce c any of these d none

12.....always operate on intranet

a E—commerce **b E-Business** c EDI d None of these

13.Which among the following is not an example for E-commerce

a Amazon.com b Baazar.com **c E-trade.com** d None of these

14.....acts like a gate keeper that examines each users identification before allowing them to enter to the organization's internal networks.

a Network firewall b Antivirus c both of these d none of these

15.....Prevents unauthorized communication into and out of the network, allowing the organization to enforce a security policy on traffic between its network and the internet.

a Network firewall b Antivirus c both of these d none of these

16.The verification of credit card is done by using..... with a communications link to the merchants acquiring bank

a Credit card payment terminal b Point of Sale **c All of these** d none of these

17.A.....provides a way to associate the message with the sender and is the equivalent of an ordinary signature.

a cyber signature **b Digital signature** c SSL d none of these

18.....is a financial institution that establishes an account with a merchant and processes payment card authorization and payments

a customer b issuer c Merchant **d Acquirer**

19. Intype of payment system customer is allowed to spend only up to the amount that have pre deposited into account.

a Prepaid b Post paid c both of these d none of these

20.....type of payment system is highly useful to those customers who would like to control overspending,

a Prepaid b Post paid c both of these d none of these

Unit - IV

1.....credit card gives all the advantages of a normal credit card without worrying about the interest charges

a Prepaid b Post paid c both of these d none of these

2.....is a financial instrument which can be used more than once to borrow money or buy products and services on credit.

a Credit card b E-Cheques c E-cash d none of these

3.A.....is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.

a smart Cards b E-Cheques c E-cash d none of these

4.....is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account

a Debit Card b Electronic purse c credit card d any of these

5.E-cheques are.....

A. Prepaid B. Postpaid C Both prepaid and postpaid D None of these

6. Digital signature is.....

A. Digital id,send as an attachment to a web page/e-mail/message

B Is used for verifying the attachments send using web

C Both a and b D None of these

7. The smart card which use antenna for reading and writing data.

A. Contact smart card B Contactless smart card C Proximity smart card **D. Both B and C**

8. E- banking is also known as.....

A ATMs **B Net banking** C Traditional banking D None of these

9. Which one is not a physical threat?

A Hacking B Storm C Phishing D None of the above

10. Which one is threat of E-commerce?

A Trojan horse B firewall C encryption D None

11. Which one is not an offline payment mode?

A Cash on delivery B Cash before delivery C Demand drafts **D e-cheque**

12. Which one is not an E-payment method used in India?

A. Debit card B Credit card C e-cheque **D none**

13 OTP stands for.....

A On Time Password B On Time processing

C One time processor D None

14. The viruses spreads through.....

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

15. What is an electronic representation of cash?

A Digital cash B Electronic cash C E-cash **D All of the above**

16. The E-payment mechanism widely used in B2B is,

- A Credit card B Debit card C Master card **D E-cheque**

17. Which one is also known as plastic money?

- A Credit card** B Debit card C Master card D paper cash

18. Which one is a physical threat?

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

19. In which website Global Easy Buy is facilitated?

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

20. 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

Unit - V

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

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

2. Paisapay is facilitated in

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

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

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

4. Which of the following is harmful to viruses?

- a. Your keyboard b. Your monitor

c. Your processor **d. Viruses do not harm any of the above**

5. 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**

6. Which one is not a server level threat?

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

7. Which one is not a physical threat?

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

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

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

9. 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

10. is backbone of all E-payments in E-commerce

- a. EFT **b. EPS** c. PayPal d. None of these

11. Which one is the third party payment providers who offer digital wallets for E- merchants

- a. Oxicash b. PayMate c. PayPass **d. All the above**

12. Which one is the third party payment providers who offer digital wallets for E- merchants

- a. Oxicash b. PayMate c. PayPass **d. All the above**

13. What is A stands in CIA of smart card?

a. auditing **b. authenticity** c. authorized d. None of the above

14. What does I stand for in CIA of smart card?

a. International **b. Integrity** c. Identity d. None of the above

15. ----- card is read only.

a Contact smart card b Contactless smart card

c Proximity smart card d Both B and C

16. The presence of ----- makes the smart card smart.

a. Memory **b. Microchip** c. E-cash d. None of the above

17. The smart card which uses antenna for reading and writing data

a Contact smart card b Contactless smart card

c Proximity smart card **d Both B and C**

18. Which one is the component of cybercash payment system

a. CC user software b. CC merchant software

c. CC Server Software **d. All of the above**

19. Digital ID, send as an attachment to

a web page/e-mail/message b. Is used for verifying the attachments send using web

c. Both a and b d. None of these

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

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

E-COMMERCE STRATEGY AND APPLICATIONS (16UEC622)

K2 LEVEL

Unit - I

1. 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.

2. 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**

3. 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**

4. Write the function of firewall.

It is basically a secure gate between our organization data and internet. It protects system from external threats

5. Write the characteristics of a firewall.

- **Examines each message as it seeks entrance to the network**
- **Blocks messages without the correct markings from entering the network**
- **Detects computers communicating with the Internet without approval**

6. What is E-commerce framework?

E-Commerce applications will be built on the existing technology infrastructure – a myriad of computers, communication networks, and communication software forming the nascent Information Superhighway.

7 . What is anatomy of E-commerce?

The anatomy of E commerce can be defined by all the components and processes from initialization of e-commerce to end.

8. What is network security?

Almost every medium and large-scale organization has a presence on the Internet and has an organizational network connected to it. Network partitioning at the boundary between the outside Internet and the internal network is essential for network security.

9. Write the types of firewall?

- **Packet filter (Stateless & Stateful)**
- **Application-level gateway**
- **Circuit-level gateway**

10. Write seven features of E-commerce.

- **Ubiquity**
- **Global Reach**
- **Universal Standards**
- **Richness**
- **Interactivity**

- **Information Density**
- **Personalization**

Unit - II

1. What is electronic cheque?

It is one of the method of transferring money from one person's account to another

2. What is digital wallet?

A combination of software and information designed to provide security and information for payment is called digital wallet.

3. Write the examples of electronic representation of cash.

Digital cash, Electronic cash, E-wallets, and E-cash

4. What is also known as plastic money.

Credit card

5. What is used to identify mobile money

MMID (Mobile Money Identifier)

6. E-Banking is also known as?

Internet banking

7. Write any four online payment mode.

e-cheque, Credit card, Debit card, E-wallet

8. What is Credit card

It is a financial instrument which can be used more than once to borrow money or buy products and services on credit.

9. What is smart Card?

It is a device that includes an embedded integrated circuit Chip [ICC] that can be either a secure micro controller or equivalent intelligence with internal memory or a memory chip alone.

10. What is Debit Card?

Debit card is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account

Unit - III

1. What is Mobile Commerce ?

Mobile commerce is any transaction, involving the transfer or rights to use goods and services, which is initiated and or completed by using mobile access to computer mediated networks with the help of an electronic device.

2. CBT stands for?

Computer Based Training

3. WBT stands for?

Web Based Training

4. Write the advantages of WBT?

- **Content can be easily updated**
- **Finished product has a quicker turnaround**
- **Requires minimal technical support**
- **Billing options comprise user ID, number of accesses, date/time of access**
- **Access can be controlled**

- **Training to users is very easily delivered**

5. What is virtual class room?

A virtual classroom is a digital replica of a traditional classroom or training room. The instructors teach, and the participants learn in real-time, face-to-face but via internet-enabled technology devices.

6. Define virtual class room

A virtual classroom is an online classroom that allows participants to communicate with one another, view presentations or videos, interact with other participants, and engage with resources in work groups.

7. What is E-business?

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

8. What is E-learning?

Today it is a necessity. Everyone can use and learn from electronic devices. Thus, breaking the shackles of traditional classroom and adapting to new and electronic learning Technologies empowers all learners irrespective of their diversities.

9. What is flexible E-learning?

E-learning has historically been linked with distance education and flexible learning. In distance education, various technologies can be used to link learners, instructors and resources that are removed in time or space. The hallmark of flexible learning, as its name suggests, is its adaptability to learners' needs and circumstances.

10. Write the features of E-business.

- **It is easy to set up**
- **There are no geographical boundaries**

- **Much cheaper than traditional business**
- **There are flexible business hours**
- **Marketing strategies cost less**

Unit - IV

1. OTP stands for?

On Time Password

2. What is Digital signature?

Digital signature is a digital id, send as an attachment to a web page/e-mail/message. Is used for verifying the attachments send using web.

3. Why use net banking?

- **200+ transactions available on NetBanking**
- **Up-to-the-second details of your account**
- **Access anytime, from anywhere**

4. What are the factors including net banking?

- **ATMs,**
- **Credit cards,**
- **Debit Cards,**
- **Smart Cards,**
- **Electronic Funds Transfer System (EFT)**
- **Check the truncation payment system,**
- **Mobile Banking,**
- **Internet Banking,**
- **Telephone Banking, etc.**

5. Write the advantages of e-banking?

- **The cost of operation per unit of services is lower for banks.**
- **Offers convenience to customers since they are not required to go to the bank's facilities.**
- **There is a very low incidence of errors.**
- **The customer can obtain funds at any time from ATMs.**
- **Credit cards and debit cards allow customers to get discounts at points of sale.**
- **The customer can easily transfer the funds from one place to another place electronically.**

6. Write the disadvantages of e-banking?

- **Savings and credit cooperatives, and in particular small local cooperatives, strive to match the level of convenience (ATMs and branches) that many banks offer their customers, although many are part of shared networks that increase channels available to its members**
- **Some Credit Units are limited in their product offerings**
- **One must qualify for membership**
- **One must pay a membership fee to join**

7. What is online shopping?

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser.

8. Write any four online shopping apps?

- **Amazon – India Online Shopping App.**
- **Flipkart – Online Shopping App.**
- **Paytm Mall – Online Shopping App.**
- **Snapdeal – Online Shopping App for Quality Products.**
- **Myntra – Online Shopping App.**
- **Purple – Beauty Shopping App. Buy Cosmetics Online.**
- **Ebay – Buy & Sell this Summer – Discover Deals Now!**

9. Write the example for online shopping payment mode?

- **Billing to mobile phones and landlines[25][26]**
- **Cash on delivery (C.O.D.)**
- **Cheque/ Check**
- **Debit card**
- **Direct debit in some countries**
- **Electronic money of various types**
- **Gift cards**
- **Wire transfer/delivery on payment**

10. What is Shipping?

The process of transporting an item, usually through the mail. Shipping is a very basic, common way of getting an item from one place to another, or from one person to another.

Unit - V

1. What is online trading?

Online trading is basically the act of buying and selling financial products through an online trading platform.

2. Write the 3 steps for open a deal?

Opening a trade involves three steps:

Choose an instrument, Enter Your Deal Size and Click Buy or Sell

3. Explain Share holders?

Shareholders -- people who buy stock -- are investing in the future of a company for as long as they own their shares.

4. Explain digital signature?

A digital signature is a mathematical technique used to validate the authenticity and integrity of a message, software or digital document.

5. What is digital certificates?

A digital certificate, also known as a public key certificate, is used to cryptographically link ownership of a public key with the entity that owns it.

6. What is online train ticket booking?

Train ticket booking allows the travelers to seek a confirmed berth in the selected class of a train.

7. How works E-payment?

Customer action, Payment authentication by the operator and payment to the sellers account

8. Explain merchant?

Seller of product who can accept credit card payments.

9. Benefits of e-money?

E-money transactions are faster, convenient and saves a lot of time.

10. Write two examples of card brand?

Visa and MasterCard.

E-COMMERCE STRATEGY AND APPLICATIONS (16UEC622)

K3 LEVEL

Unit - I

1. Explain e-commerce Framework?
2. Explain about anatomy of E-Commerce applications
3. Define electronic commerce.
4. What are the different types of network security issues?
5. What are the different network services to ensure the security of a message?
6. State the different types of firewalls.
7. Write short note on data security.
8. Write short note on message security.
9. What are the different security methods for E-Commerce?
10. Write the any five advantages of E-Commerce.

Unit - II

1. Explain Electronic Payment Procedure?
2. List out the types of Electronic Payment Systems
3. Write about risks in Electronic payment systems.
4. What is an e-wallet?
5. Explain any two prepaid electronic payment systems.
6. Write a short note on Debit card.
7. Write a short note on Credit card.

8. Give the uses of smart cards.
9. What is digital signature? Why is it used?
10. Explain E-payment system.

Unit - III

1. Define M Commerce.
2. Explain any 2 applications of m-commerce
3. Explain the advantages of mobile commerce
4. Explain the disadvantages of mobile commerce
5. Write the any five advantages of M-Commerce
7. Write the any five disadvantages of M-Commerce
8. Explain the Role of E-Learning.
9. Write short note on Virtual Classroom.
10. Write short note on CBT and WBT

Unit - IV

1. Write short note on E-Banking
2. Write the limitations of e-banking
3. Explain "Online Purchases"
4. Write short note on Digital Signature.
5. What are digital certificates?
6. What is digital signature? Why is it used?
7. What is a digital signature? How does it work?

8. Write the advantages of e-banking
9. What is Authentication
10. Write short note on “Online share trading”

Unit - V

1. Explain any two online shopping apps
2. What is an e-wallet?
3. Explain any two electronic payment systems.
4. Explain “Online ticket reservation”
5. Explain “Online shopping”
6. Explain Electronic Payment Procedure?
7. Write short note on “Online share trading”
8. Explain about Paytm
9. How to transfer money through M-banking
10. What is authentication.

E-COMMERCE STRATEGY AND APPLICATIONS (16UEC622)

K4 LEVEL

Unit - I

1. Explain seven unique feature of E-Commerce.
2. Elucidate on 'E-commerce in India'
3. Analyze the framework of E-Commerce.
4. Examine the anatomy of E-Commerce.
5. Explain the network security and firewalls.

Unit - II

1. Write note on designing electronic payment systems.
2. Explain the types of electronic payment system.
3. Explain the various risk involved in EPS.
4. Explain the process of EPS
5. Explain about how to make payment on online.

Unit - III

1. Explain the merits and demerits of M-Commerce.
2. Explain mobile computing applications.
3. Explain the Components of e-learning.
4. Explain "Barriers to e-Learning"
5. Explain "Role of E-Learning"

Unit - IV

1. Explain “Online Purchases”
2. Explain “Online share trading”
3. Explain “Online ticket reservation”
4. Explain the changing dynamics in e-banking
5. Explain “Authentication of Electronic Records”

Unit - V

1. Explain “Online shopping”
2. Explain “Electronic payment systems”
3. Explain “Online employment registration”
4. Explain digital signature? How does it work?
5. Explain the limitations of e-banking