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(Pages : 4)

Name.....

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

BCM 3C 03—E—COMMERCE MANAGEMENT

(Common for B.Com. Vocational)

[2014 Admissions]

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 3C 03—E-COMMERCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. EDI is a set of standards developed in :
(A) 1960's. (B) 1970's.
(C) 1980's. (D) 1950's.
2. The sale of products (or) service from a business to general public is _____.
(A) B2C. (B) B2B.
(C) B2G. (D) B2E.
3. 20 north.com, flipkart.com. are an example for :
(A) B2B. (B) B2E.
(C) B2G. (D) B2C.
4. _____ were considered as the "gateways" to the internet.
(A) Portal. (B) E-tailer.
(C) Content provider. (D) Narrow market.
5. Service providers offer service _____.
(A) Offline. (B) Direct.
(C) Indirect. (D) Online.
6. _____ is sometimes called 'intra business e-commerce'.
(A) B2E. (B) B2G.
(C) B2B. (D) C2C.
7. Which commerce model permits mobile access :
(A) E-COMMERCE. (B) Mobile commerce.
(C) Traditional commerce. (D) None.

8. Which of the following is the reasons for the failure of E-commerce ?
- (A) Poor management. (B) High cost.
(C) Poor planning. (D) All the above.
9. The word internet was coined from the word :
- (A) Interconnection and network. (B) Intra connection and net transfer.
(C) Interlink and network. (D) Inter activity network.
10. The most commonly used protocols are :
- (A) FTP. (B) TCP/IP.
(C) HTTP. (D) All the above.
11. B2C sells :
- (A) Products or service directly to consumers.
(B) Products or service directly to Companies.
(C) Products or services directly to Government.
(D) None.
12. B2B E-commerce has been conducted between :
- (A) Business to customer. (B) Business to Bank.
(C) Business to business. (D) None.
13. Which of the following is C2C e-commerce ?
- (A) Financial service. (B) Product distribution.
(C) Online auction. (D) None.
14. The advertisement which float over the page for 5 to 30 sec. is :
- (A) Banner advertisement. (B) Interstitials.
(C) Floating advertisement. (D) None.
15. The new advertising medium is :
- (A) Newspaper. (B) Radio.
(C) Magazines. (D) Internet.

Turn over

16. This type of portal is application oriented :
- (A) Application centric portals. (B) B2B portals.
(C) Horizontal portals. (D) None.
17. Meta crawler is also an example for :
- (A) Mega search engine. (B) Meta-search engine.
(C) Search engine. (D) None.
18. Which is a web- roaming program used to find documents pertaining to your search ?
- (A) Spider. (B) Meta search engine.
(C) Metatags. (D) Indexers.
19. Key factors that distinguish mobile marketing form other more traditional informs of marketing is :
- (A) Two-way. (B) Permission - based.
(C) Targeted. (D) All the above.
20. Business to consumer application of mobile commerce includes :
- (A) Advertising promotion. (B) An intelligent device.
(C) A connective device. (D) A transactional device.