University of Mumbai
Examination 2020
Examinations Commencing from 7th January 2021 to 20th January 2021
Program: BE Information Technology Engineering
Curriculum Scheme: Rev 2012
Examination: B.E. Semester VII
Course Code: BEITC7053   and Course Name: E-Commerce & E-Business

Time: 2 hour   Max. Marks: 80
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Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
Q1.	The ability to change the product to better fit the needs of the customer is called _____
Option A:	privacy.
Option B:	personalization.
Option C:	customization.
Option D:	accessibility.
Q2.	2. The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as _____.
Option A:	permission marketing.
Option B:	affiliate marketing.
Option C:	viral marketing.
Option D:	blog marketing.
Q3.	4. Social media refers to _____.
Option A:	refers to being allowed to use one's personally owned device, rather than being required to use an officially provided device.
Option B:	a system of interrelated computing devices, mechanical and digital machines, objects or people that are provided with unique identifiers
Option C:	a Data-gathering methods are often loosely controlled, resulting in out-of-range values, impossible data combinations, missing values, etc.
Option D:	a website that is designed to enable people and organization to quickly & efficiently share information in real time environment.
Q4.	_____is a process of organising people to work together in a systematic way to achieve overall business objectives and goals.
Option A:	Business management
Option B:	Corporate psychology
Option C:	KDD
Option D:	Data Preprocessing
Q5.	E-business can be defined as_____.
Option A:	the uninhibited flow of information and goods on the Web.
Option B:	commercial transactions involving electronic goods.

Option C:	digitally enabled transactions and processes within an organization.
Option D:	the use of the Internet and the Web to transact business.
Q6.	List Different Types of E-commerce
Option A:	eBay Amazon, Flipcart
Option B:	Alibaba
Option C:	India mart, D-mart
Option D:	Business to Business, Business to consumer, consumer to Business etc.
Q7.	Digital economy is not known as
Option A:	New economy
Option B:	Web Economy
Option C:	Internet Economy
Option D:	World Economy
Q8.	A _____is a small file that the server embeds on the user's computer.
Option A:	String
Option B:	cookie
Option C:	array
Option D:	validate
Q9.	A _____ is the simplest form of website, in which the site's content is delivered without the use of server side processing.
Option A:	E-Commerce Website
Option B:	Dynamic Websites
Option C:	Static website
Option D:	Social Networking Websites
Q10.	_____ refers to software that helps in consolidating all facets of operations such as marketing , HR, logistics
Option A:	ERP
Option B:	CRM
Option C:	SIP
Option D:	PCM
Q11.	Which of the following is an example of a portal?
Option A:	Amazon.
Option B:	eBay.
Option C:	Yahoo.
Option D:	Facebook
Q12.	Who are the primary users of SCM systems?
Option A:	Sales, marketing, customer service
Option B:	Accounting, finance, logistics, and production
Option C:	Customers, resellers, partners, suppliers, and distributors
Option D:	Management

Q13.	Social networking sites primarily earn their revenue through _____.
Option A:	advertising.
Option B:	subscriptions.
Option C:	donations.
Option D:	service fees.
Q14.	Companies that have a network of physical stores as their primary retail channel, but also have introduced online offerings are called _____.
Option A:	Manufacturer-direct.
Option B:	Virtual merchants.
Option C:	Catalog merchants.
Option D:	Bricks and clicks.
Q15.	_____is what makes the webpage come alive, like pop-ups & Confirmation screens.
Option A:	HTML
Option B:	CSS
Option C:	Javascript
Option D:	C programming
Q16.	Common Gateway Interface is defined as _____.
Option A:	A programming language commonly used in web development. It was originally developed by NetscapeActive Server Page
Option B:	Java Server Page
Option C:	An interface specification for web servers to execute programs like console applications (also called command-line interface programs) running on a server that generates web pages dynamically.
Option D:	Push down Automata
Q17.	An Active Server Page, is _____
Option A:	is a set of processes and technologies that supports the collection, managing, and publishing of information in any form or medium.
Option B:	is a finite automata with extra memory called stack which helps Pushdown automata to recognize Context Free Languages.
Option C:	An applet is a Java program that can be embedded into a web page. It runs inside the web browser and works at client side.
Option D:	commonly called an "ASP page," is a webpage that may contain scripts as well as standard HTML. The scripts are processed by an ASP interpreter on the web server each time the page is accessed by a visitor.
Q18.	What are the primary business benefits of an ERP system?
Option A:	Sales forecasts, sales strategies, and marketing campaigns
Option B:	Market demand, resource
Option C:	Forecasting, planning, purchasing, material management, warehousing, inventory, and

	distribution
Option D:	capacity constraints, and real-time scheduling
Q19.	Revenue models describe methods of generating income for an organisation. A revenue model which involves payment for third party promotions on a media site is a:
Option A:	Advertising model
Option B:	Affiliate model
Option C:	Retail model
Option D:	Subscription model
Q20.	What are several different types of software, which sit in the middle of and provide connectivity between two or more software applications?
Option A:	Middleware
Option B:	Enterprise application integration middleware
Option C:	Automated business process
Option D:	e-business infrastructure

Q2.	**Solve any four Questions out of five** **5 marks each**
1)	What are the characteristics of payment system?
2)	Draw a flow process chart showing the main operations performed by users on any of the e-commerce web-site.
3)	Discuss the 4 P's of e-marketing.
4)	Compare Traditional commerce Vs E-commerce.
5)	Difference between client side programming and server side programming

Q3.	**Solve any Two Questions out of three** **10 marks each**

1)	Explain the role and support of ecommerce in following businesses:
	    a) Real estate business
	    b) Travel suggests strategies for existing business to migrate to online business.

2)	Identify the probable security threats in e-commerce environment and suggest appropriate tools to achieve site security.
3)	List the e-payment modes available in e-commerce. Explain any two of them in details.