



Question Booklet Code – **A**

Roll No.

Registration No.

OMR Serial No.

2024

E-COMMERCE — GENERAL

Paper : GE-2.1-CHG

Module : 1

Full Marks : 40

The figures in the margin indicate full marks.

Group - A

Answer *all* the questions.

1×10

1. Olx.in is an example of
 - (A) B2B
 - (B) B2C
 - (C) C2C
 - (D) C2B.
2. In which model consumer is the seller and business organization is the buyer?
 - (A) C2C
 - (B) C2B
 - (C) B2G
 - (D) B2B.
3. The maximum amount of RTGS transactions under retail Internet banking are
 - (A) 1 Lakh
 - (B) 6 Lakh
 - (C) 10 Lakh
 - (D) No Limit.
4. E-commerce can take several forms depending on
 - (A) degree of digitization
 - (B) degree of connectivity
 - (C) degree of technology
 - (D) degree of adaptability.
5. V-CRM stands for
 - (A) Virtual Consumer Retention Management
 - (B) Virtual Customer Relationship Module
 - (C) Virtual Customer Relationship Management
 - (D) Variable Customer Relationship Management.
6. Which is not a feature of Supply Chain Management?
 - (A) E-logistic
 - (B) E-procurement
 - (C) Integration of different marketing and allied services
 - (D) Inventory management using wireless connectivity.
7. Metro Smart Card is an example of _____.
 - (A) Contact Smart Card
 - (B) Contactless Smart Card
 - (C) Intelligent Smart Card
 - (D) Memory Smart Card.
8. National Automated Clearing House (NACH) was started by
 - (A) National Payment Commission of India
 - (B) National Payment Corporation of India
 - (C) National Payment Chamber of India
 - (D) National Payment Clearing Corporation of India.

Please Turn Over

9. MRP stands for
- | | |
|-----------------------------------|--------------------------------------|
| (A) Material Random Planning | (B) Material Requirements Planning |
| (C) Manpower Rationality Planning | (D) Manufacturing Resource Planning. |
10. It has changed the way we socialize, interact and shop. It refers to
- | | |
|-----------------------|---------------------|
| (A) Digital Marketing | (B) Social Commerce |
| (C) Online Shopping | (D) Social Media. |

Group - B

Answer *all* the questions.

2×15

1. It is significant to pop up as high as possible on the first page of search engines and get more traffic. It refers to
- | | |
|---------------------------------|--------------------------------|
| (A) Search Engine Randomization | (B) Search Engine Maximization |
| (C) Search Engine Optimization | (D) Search Engine Utilization. |
2. Social commerce was first introduced by whom and when?
- | | |
|---------------------------|------------------------------|
| (A) Google, November 2005 | (B) Yahoo, November 2005 |
| (C) Bing, October 2005 | (D) Facebook, November 2006. |
3. Digital Marketing is also known as
- | | |
|---------------------------|------------------------------|
| (A) Multi-media Marketing | (B) Social Media Marketing |
| (C) Data-driven Marketing | (D) Technological Marketing. |
4. Among the following which is not the module of ERP?
- | | |
|------------------------------------|----------------------------------|
| (A) ERP Producting Planning Module | (B) ERP Inventory Control Module |
| (C) ERP HRM Module | (D) ERP Networking Module. |
5. RTGS stands for
- | | |
|----------------------------------|-------------------------------------|
| (A) Random Time Gross Settlement | (B) Real Time General Settlement |
| (C) Real Time Gross Settlement | (D) Random Time General Settlement. |
6. In which model companies lack physical presence and need other ways to maintain current customers like e-mail confirmation, periodic news, online surveys, help desk etc.
- | | |
|---------|----------|
| (A) B2C | (B) C2C |
| (C) C2G | (D) B2G. |
7. ERP system is built on a _____ utilising a common computing platform.
- | | |
|--------------------------|-------------------------|
| (A) Centralised Database | (B) Modular Database |
| (C) Individual Database | (D) Centralised Layout. |

8. The process through which the message is altered so that their meaning remains hidden from those who might intercept them is known as
- (A) Plaintext (B) Cryptography
(C) Private Key Infrastructure (D) Public Key Infrastructure.
9. The original message or unencrypted data known as
- (A) Ciphertext (B) Plaintext
(C) Originaltext (D) Boldtext.
10. Which district became India's first 100% digital banking district with the support of RBI and Union Finance Ministry and when the same had been recognised?
- (A) Jehanabad, UP on 11.10.2022 (B) Jehanabad, Bihar on 11.10.2022
(C) Patna, Bihar on 11.07.2009 (D) North 24 Parganas, WB on 11.10.2020.
11. What CBDC stands for?
- (A) Central Bank Digital Creation (B) Central Bank Deposit Creation
(C) Central Bank Digital Currency (D) Commercial Bank Digital Currency.
12. In e-CRM, customer acquisition means
- (A) identifying appropriate customers to target.
(B) encouraging customers to purchase products through personalised web and e-mail communication.
(C) attracting customers in the target profile to your website and encouraging them to opt-in.
(D) encouraging customers to purchase more desirable products which may also be in other categories.
13. The correct sequence of an organization's supply chain from a system's perspective is
- (A) transformation process, delivery to customers, acquisition of resources.
(B) transformation process, acquisition of resources, delivery to customers.
(C) acquisition of resources, transformation process, delivery to customers.
(D) delivery to customers, acquisition of resources, transformation process.
14. Amazon.com is well known for which e-commerce marketing technique?
- (A) Banner ads (B) Affiliate Program
(C) Pop-up ads (D) Viral marketing.
15. Public key encryption (PKE) uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.
- (A) encryption, decryption (B) private, public
(C) encryption, public (D) public, private.
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