

SEM - II (H26)  
E-Commerce  
Chapter 2.

(3)

- (b) In E-CRM, emphasis is on front end
- (c) In E-CRM, individual personalization is possible
- (d) In E-CRM, system is designed for the whole enterprise.

Chapter 3.

Group A (1 mark.)

1. Without an ~~MPIN~~ MPIN, an user can use an UPI enabled application.
- (a) True.
  - (b) False.

2. Google Pay (Tez) is

- (a) ~~Had~~ Mobile Wallet App owned by a bank
- (b) An App introduced by the Government or a Native App.

Group B (2 Mark)

1. Which of the following is not a risk in Electronic Payment System?

- (a) Impulse Buying
- (b) Fraud
- (c) Business Expansion
- (d) Tax Evasion.

2. Which of the following is not a ~~CBS~~ CBS Application Software?

- (a) Finacle by Infosys Technology Limited
- (b) Oracle's I-Flex solution
- (c) Tally ERP by Tally Corporation
- (d) FNS (Financial Networks Services) Limited by TCS

3. The full form of CCID is

- (a) Commercial Card Interchange Device
- (b) ~~Chip~~ Chip Card Interface Device
- (c) Chip Card Interchange Device
- (d) Commercial Card Interface Device.

Group A (1 mark)

1. ~~Live Trial~~ Live Trial is the final phase of ERP implementation  
(a) True (b) False
2. SAP is the biggest ERP legacy software vendor in the world  
(a) True (b) False.

Group B (2 marks)

1. ERP implementation starts with:  
(a) Project Establishment (b) Procedure Development  
(c) Application Software Customization (d) Acceptance Testing
2. Which is not a benefit of ERP?  
(a) Security (b) Data Manipulation (c) Flexibility  
(d) Productivity
3. SaaS stands for  
(a) Software - as - a - Structure (b) Software - as - a - Service  
(c) Software - as - a - secret (d) Software - as - a - Supply

Chapter - 5

Group - A (1 mark)

1. ~~Push~~ "Push digital marketing" is when the customer is sent unsolicited content  
(a) True (b) False.
2. Alexa on Amazon Echo is a chat bot  
(a) True (b) False.

Group B (2 marks)

1. "Onsite social commerce" can immediately convert a visitor to consumer  
(a) True (b) False.

2. Which of the following is not an application in Social media?  
(a) User Profiles (b) Print Media Ads (c) Blogs (d) Videos.

Model Question.

B. Com. SEM-II (H2G.), 2020.  
Sub: Module - II: E-Commerce.

Chapter 1.

Group A

(1 mark)

1. When businesses do business with another business, they exchange a lot of data.

- (a) True (b) false

2. OLX is an example of

- (a) B2G Model (b) B2C Model (c) B2B Model (d) C2C Model

~~The major difference between B2B and B2C~~

~~is:~~

~~(a) True~~

~~(b) False~~

~~E-commerce impacts the physical flow of goods and services is a negative thing.~~

~~(a) True (b) False~~

Group - B

(2 Mark)

1. \_\_\_\_\_ is an example of a web site where individuals and businesses transact business throughout the world.

- (a) Zomato (b) Flip Cart (c) Uber (d) E Bay.

2. CISCO website is a:

(a) Supplier oriented e-market place

(b) Buyer oriented e-market place (c) Intermediary oriented e-market place (d) None of the above

3. Income Tax Department sending a query to a business is:

- (a) B2G (b) B2C (c) G2B (d) G2C.

- (2)
1. E-governance is the application of — for delivering transparent, convenient, and efficient government services, payment and tracking of different taxes, other important transactions, exchange of information, and communication.
- (a) EDI (b) ICT (c) Big Data (d) IT.

### Chapter 2.

#### Group A (1 mark)

1. Supply chain spans from the point where natural resources are removed from the earth to the point where they are replaced in the earth — from dirt to dirt.
- (a) true (b) False

2. The Loyalty generated through E-CRM is known as
- (a) Loyalty (b) A-Loyalty (c) B-Loyalty (d) E-Loyalty

#### Group B (2 Mark)

1. Which of the following is not a type of E-CRM?
- (a) Cloud solution (b) Multiple server solution  
(c) V-CRM (d) ~~the~~ M-CRM.

2. Which of the following is not a feature or module of SCM?
- (a) Forecasting and Planning (b) Financial Management  
(c) Order Management (d) Inventory Management

3. When it comes to system focus:

- (a) E-CRM customer contact is through email, social media, and traditional methods.