FINAL ECEB PAPER

Q1	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1	Which type deals with auction?
Option A:	B2B
Option B:	B2C
Option C:	C2B
Option D	C2C
2.	In which website Global Easy Buy is facilitated?
Option A:	Ebay.com
Option B:	Amazon.com
Option C:	Yepme.com
Option D	None of these
3.	The solution for all business needs is
Option A:	a. EDI
Option B:	b. ERP
Option C:	c. SCM
Option D:	d. None of the above
4.	All of the following are techniques B2C e-commerce companies use to attract customers, except:
Option A:	a. Registering with search engines
Option B:	b. Viral marketing
Option C:	c. Online ads
Option D:	Virtual marketing
5.	What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
Option A:	Customer relationship management systems cards
Option B:	b. E-government identity cards
Option C:	c. FEDI cards
Option D:	d. Smart cards
6.	. The threat of new entrants is high when it is:
Option A:	a. Hard for customers to enter the market
Option B:	b. Hard for competitors to enter the market
Option C:	c. Easy for competitors to enter the market
Option D:	d. Easy for customers to enter the market
7.	. Unique value auction is mainly applies to?

Option A:	a. New products
Option B:	b. Second hand products
Option C:	c. Engineering products
Option D:	d. None of the above
8.	Paisapay is facilitated in
Option A:	a. eBay.co.in
Option B:	b. amazon.com
Option C:	c. flipkart.com
Option D:	d. none of the above
9.	A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?
Option A:	. Switching costs
Option B:	b. Loyalty programs
Option C:	c. Entry barriers
Option D:	d. Affiliate programs
10.	Which of the following refers to creating products tailored to individual customers?
Option A:	a. customization
Option B:	b. aggregation
Option C:	c. Direct materials
Option D:	d. Reverse auction
11.	What type of ad appears on top of a web page?
Option A:	a. pop-under ad
Option B:	b. pop-up ad
Option C:	c. banner ad
Option D:	d. discount ad
12.	A combination of software and information designed to provide security and information for payment is called a what?
Option A:	digital wallet
Option B:	b. pop up ad
Option C:	c. shopping cart
Option D:	d. encryption
13.	Public key encryption 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.
Option A:	encryption, decryption
Option B:	b. private, public

Option C:	c. encryption, public
Option D:	d. public, private
14.	What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?
Option A:	Risk management
Option B:	Risk assessment
Option C:	Security
Option D:	None of the above
15.	A technique used to gain personal information for the purpose of identity theft, often by e-mail, is called?
Option A:	Phishing
Option B:	Carding
Option C:	Brand spoofing
Option D:	All of the above
16.	Which one is also known as plastic money?
Option A:	Credit card
Option B:	Debit card
Option C:	Paper cash
Option D:	All of the above
17.	------------------- card is read only.
Option A:	Contact smart card
Option B:	Contactless smart card
Option C:	Proximity smart card
Option D:	Both B and C
18.	Which e-government arena is being used when governmental agencies send out and accept bids for work?
Option A:	G2G
Option B:	G2B
Option C:	G2C
Option D:	B2G
19.	E-Banking is also known as
Option A:	ATMs
Option B:	b. Net banking
Option C:	c. Traditional banking
Option D:	d. None of these
20.	OTP stands for
Option A:	a. On Time Password
Option B:	b. On Time processing

Option C:	c. One time processor
Option D:	d. None

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Q2 Answer any 4

Explain Architecture of SET protocol.

Discuss Technology and infrastructure in e business.

What is value chain process in E-commerce? Discuss with suitable diagram.

Suggest strategies to migrate traditional business to online business.

Define e commerce and explain its different types.

Explain security aspects in E-commerce.

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Q3 Answer any 2

Explain critical elements of E- business.

 Explain characteristics of internet payment systems

Explain E-commerce trade cycle with example.

Explain value chain process in E-commerce? Discuss with a diagram.