University of Mumbai
Examination December 2020 Sample Paper
Examinations Commencing from 7th January 2021 to 20th January 2021
Program: **Information Technology**
Curriculum Scheme: Rev 2016
Examination: TE Semester V
Course Code: ITDLO5013 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
1.	Which of the following is not the key-driver of E-Commerce?
Option A:	High cost & low quality products/services
Option B:	Information Age
Option C:	Globalization
Option D:	Automation
2.	The dimension of e-commerce that enables commerce across national boundaries is called
Option A:	Interactivity
Option B:	Ubiquity
Option C:	Richness
Option D:	Global reach
3.	In PHP Which of the following function checks if a specified value exists in an array?
Option A:	extract()
Option B:	in_array()
Option C:	key()
Option D:	krsort()
4.	Which of the following component hosts the e-commerce application software?
Option A:	Web browser
Option B:	Web client
Option C:	Database server
Option D:	Application Server
5.	Which of the following method of Exception class returns array of the backtrace?
Option A:	getMessage()
Option B:	getCode()
Option C:	getTrace()
Option D:	getTraceAsString()
6.	In SET protocol for Credit Card payment, during purchase request the Payment Information (PI) is encrypted with _____
Option A:	Hash Key
Option B:	Modulus Key
Option C:	Random Symmetric Key

Option D:	Public Key Exchange Key
7.	SET is based on _____ digital certificate framework.
Option A:	X.505
Option B:	X.508
Option C:	X.509
Option D:	ABN-DSC Digital Certificate
8.	Which of the following is not the feature of payment methods?
Option A:	Security
Option B:	Overhead Cost
Option C:	Confidentiality
Option D:	Divisibility
9.	Why is Smart card more intelligent?
Option A:	Because they have Storage
Option B:	Because data can manipulated through programs
Option C:	Because they are secure
Option D:	Because they are less secure
10.	Which of the following offers a neutral marketplace, without buyer or seller bias?
Option A:	Sealed bid market auction
Option B:	English auction
Option C:	Double auction
Option D:	Name your own price auction
11.	Which of the following describes digital content revenue model?
Option A:	sell subscriptions for access to the information
Option B:	sell goods using an adaptation of a mail-order
Option C:	Provides free programming and advertising messages
Option D:	Sell advertising to cover Web site costs
12.	Which of the following is not the web business site objective?
Option A:	Convincing visitors to follow site's links to obtain information
Option B:	Creating an impression consistent with the organization's desired image
Option C:	Convince customer for purchasing the product at higher rates
Option D:	Reinforcing positive images about the organization
13.	Regarding product based marketing strategy which of the following statement is correct?
Option A:	Managers must consider both, the nature of their products and the nature of their potential customers
Option B:	Managers must consider only, the nature of their products
Option C:	Managers must consider only the nature of their potential customers
Option D:	Managers must consider the nature of their products and the market segment
14.	E-business marketing incorporates an array of approaches, but the most important goal of most of these approaches is _____
Option A:	to get social media comments

Option B:	to drive website traffic
Option C:	to minimize the website updations
Option D:	to generate revenue
15.	Which of the following is not the characteristic of E-Business?
Option A:	Ubiquity
Option B:	Universal Standard
Option C:	Information Density
Option D:	verbal communication
16.	Which of the following has least role in advancements in the e-commerce ?
Option A:	Technology
Option B:	Reach of Internet
Option C:	Education of People
Option D:	Reach of Smart Phone
17.	A good first step in building a customer-based marketing strategy is _____
Option A:	to identify groups of customers who stay at different locations
Option B:	to identify groups of customers who share common characteristics
Option C:	to identify groups of customers who work togather
Option D:	to identify groups of customers who don't have common characteristics
18.	With reference to ERP which of the following options does not hold true for the enterprise information portal?
Option A:	Act as a company's interface to the public rather than the personalized digital interface for the specific users
Option B:	Access to company data for selected customer
Option C:	Direct Access to industry and business names
Option D:	Access to company data for selected suppliers for business partners
19.	Before developing any type of strategy management team needs to agree the process they will follow for generating and then implementing the strategy, such a framework is known as _____
Option A:	E business stratification process
Option B:	E channel strategy
Option C:	A strategy process model
Option D:	Multi channel e-business strategy
20.	Which is the following shows relationship between these ecommerece and ebusiness?
Option A:	E-business is a subset of E-commerce
Option B:	E-commerce is broadly equivalent to E-business
Option C:	E-commerce is a subset of E-business
Option D:	E-commerce has some overlap with E-business

Q2 (20 Marks Each)	Solve any Two Questions out of Three	10 marks each
A	*Explain the characteristics of Internet payment system*	
B	*Write a short note on EDI*	
C	*Explain session management techniques in E-Commerce*	

Q3 (20 Marks Each)	Solve any Two Questions out of Three	10 marks each
A	*You are appointed as a developer for website to facilitate the selling mechanism to sell agricultural products. Design and develop the website for the same.*	
B	*You are appointed as a developer for e-commerce of well known clothing brand. Design and develop the website for the same.*	
C	*Consider that the clothing brand mentioned in question 3 (b) is not well known but it is a new brand, identify and explain the revenue model, marketing strategy to make the brand successful.*	