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QUESTION BANK

Title of the Paper

E-COMMERCE

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THIRUPPANANDAL

EDUCATION IS WEALTH

Prepared by

Ms. S. SAHANA, M.Sc.,M.Phil.,
Assistant Professor
Department of Computer Science

MAJOR BASED ELECTIVE – I

E – COMMERCE

UNIT – I

E-commerce – framework – classification of electronic commerce – Anatomy of Ecommerce Applications – components of the I way –network access equipment – internet terminology.

UNIT – II

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT – III

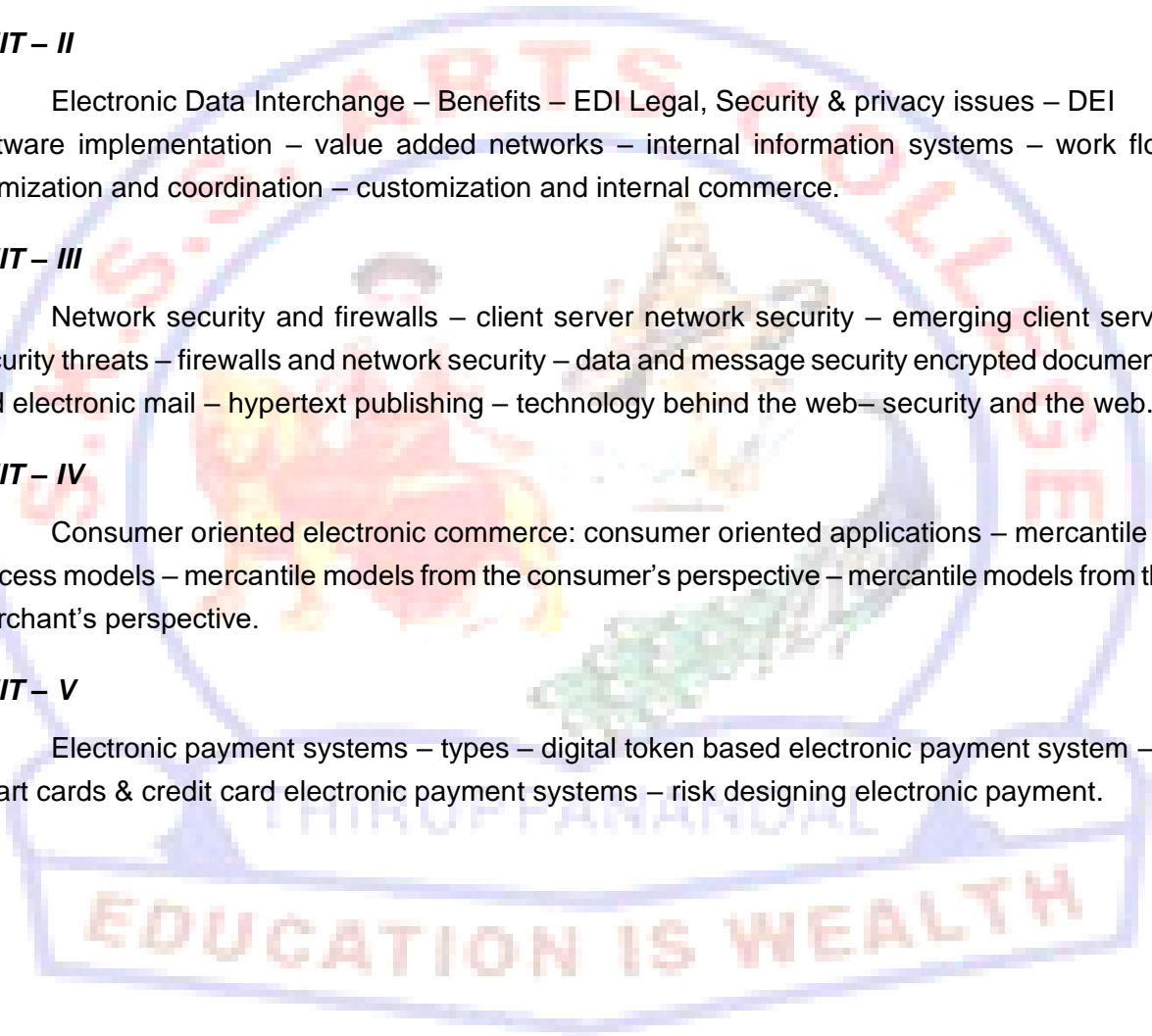
Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security encrypted documents and electronic mail – hypertext publishing – technology behind the web– security and the web.

UNIT – IV

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.

UNIT – V

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.



UNIT – I

CHOOSE THE CORRECT ANSWER

1. By Electronic Commerce we mean:
 - a. Commerce of electronic goods
 - b. Commerce which depends on electronics
 - c. Commerce which is based on the use of internet
 - d. Commerce which is based on transactions using computers connected by telecommunication network
2. The dimension of e-commerce that enables commerce across national boundaries is called _____.
 - a. interactivity
 - b. global reach
 - c. richness
 - d. ubiquity
3. E-commerce technologies have improved upon traditional commerce technologies in _____.
 - a. richness
 - b. reach
 - c. both richness and reach
 - d. neither richness nor reach
4. Which one of the following is not one of the major types of e-commerce?
 - a. C2B
 - b. B2C
 - c. B2B
 - d. C2C
5. Compared to B2C e-commerce, B2B e-commerce is _____.
 - a. of equal size
 - b. slightly smaller
 - c. slightly larger
 - d. much larger
6. Which of the following is not considered to be one of the three phases of e-commerce?
 - a. Innovation
 - b. Consolidation
 - c. Preservation
 - d. Reinvention
7. The idealistic market envisioned at the outset of the development of e-commerce is called a _____.
 - a. Bailey market
 - b. Baxter market
 - c. Bergman market
 - d. Bertrand market
8. The primary source of financing during the early years of e-commerce was _____.
 - a. bank loans
 - b. large retail firms
 - c. venture capital funds
 - d. initial public offerings

9. The type of firms that benefited the most during the consolidation period of e-commerce were _____.
a. large, traditional firms
b. first movers
c. pure online companies
d. ISPs
10. All of the following are technologies used to gather information about you online except _____.
a. spy ware
b. cookies
c. Gmail
d. anonymizers

Answers : 1.d 2.b 3.c 4.a 5.d 6.c 7.d 8.c 9.a 10.d

SHORT QUESTIONS (2 MARKS)

11. What is e-commerce?
12. What is e-commerce framework?
13. What is EFT?
14. Define wall street journal.
15. What is Electronic Data Interchange?
16. List out any 2 scope of e-commerce.
17. State any 2 components of the I way
18. Define hubs.
19. What is routers.?
20. What is TCP/IP?

PARAGRAPH QUESTIONS (5 MARKS)

21. What are the different drivers of E-Commerce?
22. What are the advantages and disadvantages of online banking?
23. Describe the electronic commerce framework.
24. Write short notes multimedia storage servers and electronic commerce application?
25. Write short notes Set-Top Boxes.
26. Describe Client-Server Architecture in Electronic Commerce.
27. Write short notes on E-commerce applications?
28. Describe computer – based Telephony.
29. Write short notes video server and electronic commerce
30. Describe multimedia content for E- commerce application.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Describe anatomy of e-commerce applications.
32. Briefly explain about consumer Access devices.
33. Explain e-commerce frame work architecture.
34. Write about the advantages and disadvantages of E-Commerce.
35. Explain about information delivery/transport and E-Commerce Application
36. Explain E-commerce applications with examples.
37. Describe the Components of the I- way
38. Discuss about Digital switches, router and hubs.
39. Describe network Access Equipment.
40. Explain the internet terminology

UNIT – II

CHOOSE THE CORRECT ANSWER

1. Electronic Data Interchange is necessary in
 - a. B2C e-Commerce
 - b. C2C e-Commerce
 - c. B2B e-Commerce
 - d. Commerce using internet
2. EDI requires
 - a. representation of common business documents in computer readable forms
 - b. data entry operators by receivers
 - c. special value-added networks
 - d. special hardware at co-operating Business premises
3. EDI standards are
 - a. not universally available
 - b. essential for B2B commerce
 - c. not required for B2B commerce
 - d. still being evolved
4. EDI use
 - a. requires an extranet
 - b. requires value added network
 - c. can be done on internet
 - d. requires a corporate intranet
5. EDI over internet uses
 - a. MIME to attach EDI forms to e-mail messages
 - b. FTP to send business forms
 - c. HTTP to send business forms
 - d. SGML to send business forms
6. For secure EDI transmission on internet
 - a. MIME is used
 - b. S/MIME is used
 - c. PGP is used
 - d. TCP/IP is used
7. EDI standard
 - a. is not easily available
 - b. defines several hundred transaction sets for various business forms
 - c. is not popular
 - d. defines only a transmission protocol
8. By security in e-Commerce we mean
 - (i) Protecting an organization's data resource from unauthorized access
 - (ii) Preventing disasters from happening
 - (iii) Authenticating messages received by an organization
 - (iv) Protecting messages sent on the internet from being read and understood by unauthorized persons/organizations
 - a. i, ii
 - b. ii, iii
 - c. iii, iv
 - d. i, iii, iv

9. The acronym DES stands for
a. Digital Evaluation System
b. Digital Encryption Standard
c. Digital Encryption System
d. Double Encryption Standard
10. DES works by using
a. permutation and substitution on 64 bit blocks of plain text
b. only permutations on blocks of 128 bits
c. exclusive Oaring key bits with 64 bit blocks
d. 4 rounds of substitution on 64 bit blocks with 56 bit keys

Answers : 1.c 2.a 3.b 4.c 5.a 6.b 7.b 8.d 9.b 10.a

SHORT QUESTIONS (2 MARKS)

11. Define EDI.
12. What are the 3 modes of communication types?
13. What is the EDI software 4 layer?
14. What is VAN?
15. What are the 3 types of EDI?
16. How EDI works?
17. Define EDI transport layer
18. What is work-flow automation?
19. How much will EDI implementation cost?
20. Define message delay.

PARAGRAPH QUESTIONS (5 MARKS)

21. Write short notes EDI benefits.
22. Describe about EDI.
23. Discuss about Legal Status of EDI message.
24. Write short notes EDI Communications layer.
25. Explain VANs and the internet.
26. Discuss about proprietary system as differentiators.
27. Write short notes Work –Flow Coordination.
28. Describe customization of Services.
29. Discuss about Cross –Functional System
30. Explain EDI business application layer.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Explain about EDI layered architecture.
32. Briefly explain about EDI, Legal, security and privacy issues.
33. Explain VANs and the internet.
34. Explain about EDI communications layer.
35. Write a short notes
i. VAN pricing structure
ii. Interconnect cost
iii. VAN services provider.
36. Briefly explain about new paradigm information architecture.
37. Describe Work –flow automation.
38. Explain about Customization and internal commerce.
39. Explain about mass customization not mass production.

40. Briefly explain work flow related technology.

UNIT – III

CHOOSE THE CORRECT ANSWER

1. A firewall is a
 - a. wall built to prevent fires from damaging a corporate intranet
 - b. security device deployed at the boundary of a company to prevent unauthorized physical access
 - c. security device deployed at the boundary of a corporate intranet to protect it from unauthorized access
 - d. device to prevent all accesses from the internet to the corporate intranet
2. A firewall may be implemented in
 - a. routers which connect intranet to internet
 - b. bridges used in an intranet
 - c. expensive modem
 - d. users application programs
3. Main function of proxy application gateway firewall is
 - a. to allow corporate users to use efficiently all internet services
 - b. to allow intranet users to securely use specified internet services
 - c. to allow corporate users to use all internet services
 - d. to prevent corporate users from using internet services
4. Proxy application gateway
 - (i) acts on behalf of all intranet users wanting to access internet securely
 - (ii) monitors all accesses to internet and allows access to only specified IP addresses
 - (iii) disallows use of certain protocols with security problems
 - (iv) disallows all internet users from accessing intranet
 - a. i, ii
 - b. i, ii, iii
 - c. i, ii, iii, iv
 - d. ii, iii, iv
5. A hardened firewall host on an intranet
 - (i) has a proxy application gateway program running on it
 - (ii) Allows specified internet users to access specified services in the intranet
 - (iii) Initiates all internet activities requested by clients and monitors them
 - (iv) prevents outsiders from accessing IP addresses within the intranet
 - a. i, ii
 - b. i, ii, iii
 - c. i, ii, iii, iv
 - d. ii, iii, iv
6. By symmetric key encryption we mean
 - a. one private key is used for both encryption and decryption
 - b. private and public key used are symmetric
 - c. only public keys are used for encryption
 - d. only symmetric key is used for encryption
7. Encryption can be done
 - a. only on textual data
 - b. only on ASCII coded data
 - c. on any bit string
 - d. only on mnemonic data

8. A digital signature is
 - a. a bit string giving identity of a correspondent
 - b. a unique identification of a sender
 - c. an authentication of an electronic record by tying it uniquely to a key only a sender knows
 - d. an encrypted signature of a sender
9. The Secure Electronic Transaction protocol is used for
 - a. credit card payment
 - b. cheque payment
 - c. electronic cash payments
 - d. payment of small amounts for internet services
10. In electronic cheque payments developed, it is assumed that most of the transactions will be
 - a. customers to customers
 - b. customers to business
 - c. business to business
 - d. banks to banks

Answers : 1.c 2.a 3.b 4.b 5.c 6.d 7.c 8.c 9.a 10.c

SHORT QUESTIONS (2 MARKS)

11. Define Fire wall?
12. What is encryption?
13. What is biometric system?
14. What are the 3 categories message securities?
15. Define URL.
16. What are the 3 ways HTML documents?
17. Define security threats.
18. Define secret key cryptography.
19. What is threat?
20. Define data security.

PARAGRAPH QUESTIONS (5 MARKS)

21. Describe the security through obscurity.
22. Discuss about Software agent and malicious code thread.
23. Write short notes Proxy Application gateways.
24. What are the security issues of E-commerce?
25. Discuss password schemes and biometric system implement client server network security.
26. Discuss digital public-key certificates.
27. Explain privacy enhanced mail standard.
28. Discuss benefits of hypermedia document.
29. Explain HTTP.
30. What is different SSL versus S-HTTP.

ESSAY TYPE QUESTIONS (10 MARKS)

31. Explain about client server network security.
32. Describe the threads to server.
33. Discuss about firewall and network security.
34. Explain about encrypted key cryptography security.
35. Discuss about data and message security.
36. What is email? how to change encrypted document to email.
37. Explain hypertext publishing.
38. Explain about URL and HTTP.

39. Briefly explain HTML
40. Explain security and web.

UNIT – IV

CHOOSE THE CORRECT ANSWER

1. All of the following are reasons more people don't shop online except _____.
 - a. lack of trust in online merchants.
 - b. lack of convenience.
 - c. inability to touch and feel the product.
 - d. inability to touch and feel the product.
2. Which is the most important component of IT?
 - a. Information
 - b. People
 - c. Information technology
 - d. Computers
3. Which of the following refers to creating products tailored to individual customers?
 - a. customization
 - b. aggregation
 - c. Direct materials
 - d. Reverse auction
4. A business competing in a commodity like environment must focus on which of the following?
 - a. Price
 - b. Ease / speed of delivery
 - c. Ease of ordering
 - d. all of the above
5. The per-product price consumers are willing to pay for a bundle _____ as the number of goods in the bundle increases.
 - a. decreases.
 - b. increases.
 - c. varies from product to product.
 - d. stays the same.
6. As consumers become more accustomed to new online advertising formats, click-through rates tend to _____.
 - a. remain constant.
 - b. decrease.
 - c. increase.
 - d. rapidly increase
7. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as _____.
 - a. Business to Business (B2B).
 - b. Consumer to Consumer (C2C).
 - c. Consumer to Business (C2B).
 - d. Business to Consumer (B2C).
8. ATM stands for _____.
 - a. Automated teller machines.

- b. Any time money
 - c. Any time machine.
 - d. Automated transfer mode.
9. Social networking sites primarily earn their revenue through _____
- a. advertising
 - b. subscriptions.
 - c. donations.
 - d. service fees.
10. Which type of e-commerce focuses on consumers dealing with each others?
- a. B2B
 - b. B2C
 - c. C2B
 - d. C2C

Answer: 1.b 2.b 3.a 4.d 5.b 6.d 7.b 8.a 9.a 10.d

SHORT QUESTIONS (2 MARKS)

- 11. What is consumer?
- 12. Define ATM.
- 13. What are the three types of consumer?
- 14. Write any four customer oriented application.
- 15. What are the benefits of e-commerce market to consumer?
- 16. What you meant by third party services?
- 17. What is the role of server in expand market size e-commerce?
- 18. Define mercantile model.
- 19. Define mercantile transaction.
- 20. How to consumer market buyers and sellers.

PARAGRAPH QUESTIONS (5 MARKS)

- 21. Explain about personal finance and home banking management.
- 22. What are the advanced services?
- 23. Describe characteristics of an electronic marketplace.
- 24. Write a short note of consumer-oriented Electronic commerce.
- 25. Discuss about consumer search experience.
- 26. Describe mercantile process using digital cash.
- 27. Explain about order receipt and entry.
- 28. Describe the costs of electronic purchasing.
- 29. Explain about mercantile process models.
- 30. Write a short notes home shopping.

ESSAY TYPE QUESTIONS (10 MARKS)

- 31. Explain consumer oriented application in detail.
- 32. Describe online shopping services.
- 33. Explain catalog-based shop/ping.
- 34. Briefly explain microtransaction of information.
- 35. Explain impact of home entertainment on traditional industries.
- 36. Explain mercantile process models.
- 37. Discuss about the mercantile models from the consumers perspective.
- 38. Describe prepurchase consummation.
- 39. Discuss about mercantile transaction using credit cards.
- 40. Briefly explain postpurchase interaction.

UNIT – V

Choose the Correct Answer

1. The only payment system that is instantly convertible without intermediation is _____.
 - a. Credit card.
 - b. Accumulating balance.
 - c. Stored value.
 - d. Cash.
2. What is an electronic representation of cash?
 - a. digital cash.
 - b. electronic cash.
 - c. e-cash.
 - d. all the above
3. The E-payment mechanism widely used in B2B is
 - a. Credit card
 - b. Debit card
 - c. Master card
 - d. E-cheque
4. Which one is also known as plastic money?
 - a. Credit card
 - b. Debit card
 - c. Paper cash
 - d. All the above
5. The presence of _____ make the smart card smart.
 - a. Memory
 - b. Microchip
 - c. E-cash
 - d. None of the above
6. During E-commerce transaction we should ensure _____.
 - a. Integrity
 - b. Security
 - c. Confidentiality
 - d. All the above
7. The most prevalent online payment method is _____.
 - a. paypal
 - b. checks
 - c. credit card
 - d. debit
8. Which of the following can be used to help identify people in a crowd?
 - a. Biochip
 - b. Implant chip
 - c. Facial recognition software
 - d. Vision chip
9. _____ is backbone of all e-payment in e-commerce.

- a. EFT
 - b. EPS
 - c. Paypal
 - d. None of the above
10. EDI requires
- a. representation of common business documents in computer readable forms
 - b. data entry operators by receivers
 - c. special value-added networks
 - d. special hardware at co-operating Business premises

Answers : 1.b 2.d 3.d 4.a 5.b 6.d 7.c 8.c 9.b 10.a

SHORT QUESTIONS (2 MARKS)

- 11. What is a EPS?
- 12. What are the types of EPI?
- 13. What are the 3 type electronics tokens?
- 14. What is electronic cash in e-cash?
- 15. What is different between a smart card and debit cards?
- 16. What is Credit card?
- 17. What is Smart card?
- 18. How to managing credit risk?
- 19. Define electronics checks?
- 20. How to payment using plain credit card?

PARAGRAPH QUESTIONS (5 MARKS)

- 21. Discuss about electronic payment system.
- 22. What are the types of EPI?
- 23. Write short notes on E-cash?
- 24. Explain about Electronic cash in action.
- 25. Write a short notes Electronic checks.
- 26. Describe the process of payment with a credit card and debit card.
- 27. Write a short notes managing credit risk.
- 28. Explain about infrastructure online credit card processing.
- 29. Explain the role of debit and credit card expanding usage of the same.
- 30. Discuss designing Electronic payment systems.

ESSAY QUESTIONS (10 MARKS)

- 31. Briefly explain about electronic payment system.
- 32. Explain about third party processors and credit cards.
- 33. Explain involved risk and electronic payment system.
- 34. Describe the designing electronic payment system.
- 35. Explain about EDI layered Architecture.
- 36. Explain about automated clearinghouse (ACH) Transfers.
- 37. How financial EDI payments are made.
- 38. Discuss about manufacturing/retail procurement using EDI.
- 39. Describe the legal, security and privacy issues
- 40. Explain about EDI and E-commerce.