

Course	: BCAR	Date	: 12-Feb-26
Subject Code	: BCAR-601	Time	: 11:30am to 01:45 pm
Subject Name	: E-Commerce	Duration	: 02.15 Hours
		Max. Marks	: 70

Answer the following (Attempt any three) (30)

- Answer the following (Attempt any four) (20)**

- Part – A (Multiple Choice Questions) (10)**

- Which of the following is a critical success factor in e-commerce?
A High taxation
B Limited payment options
C Strong CRM
D Poor website infrastructure
- What does SCM stand for in e-commerce?
A Sales Control Mechanism
B Supply Chain Management
C Secure Commerce Model
D Smart Consumer Market
- Which of the following is NOT a type of auction discussed in e-commerce?
A English Auction
B Dutch Auction
C Name Your Price Auction
D Reverse Supply Chain Auction
- What is the primary purpose of electronic data interchange (EDI) in e-commerce?
A Enable automated transaction processing between businesses
B Improve search engine rankings
C Enhance social networking
D Facilitate secure online payments

- 5 Which of the following is NOT considered an online payment system?
 A Credit Card Payment B Mobile Wallet
 C Barter Exchange D Wire Transfer
- 6 What is the main advantage of using an auction model in e-commerce?
 A Elimination of dynamic pricing B Fixed pricing for all customers
 C Guaranteed profit for sellers D Market-driven price determination based on demand and supply
- 7 Which of the following is a key feature of a social network in e-commerce?
 A Individual interaction only B Common ties among members
 C Strict business-to-business transactions only D No user engagement
- 8 Which ethical principle states "Do unto others as you would have them do unto you"?
 A Golden Rule B Kantian Ethics
 C Utilitarianism D Free Market Principle
- 9 What is the role of an Automated Teller Machine (ATM) in e-commerce?
 A Facilitating online transactions B Eliminating the need for banks
 C Handling cash deposits and withdrawals electronically D Managing cryptocurrency payments
- 10 Which of the following best describes intellectual property rights in e-commerce?
 A Unlimited public access to proprietary software B Legal protection of digital assets, copyrights, patents, and trademarks
 C Restriction on online transactions D Ownership of physical goods

Part – B (Do as Directed)

(10)

State whether the following statements are true or false.

- 1 E-commerce and E-business are the same concepts with no difference between them.
- 2 EDI enables businesses to exchange documents electronically.
- 3 B2B e-commerce refers to transactions between businesses, while B2C involves selling directly to consumers.
- 4 An intranet is a private network that allows communication and collaboration within an organization.
- 5 Social networks have no impact on e-commerce and online marketing strategies.
- 6 Intellectual property rights in e-commerce protect copyrights, patents, and trademarks.
- 7 A digital signature ensures the confidentiality of a message but does not verify the sender's identity.
- 8 E-banking services include online transactions, electronic fund transfers, and ATM services.
- 9 The success of an e-commerce business depends only on having an attractive website design.
- 10 M-commerce refers to e-commerce transactions conducted via mobile devices.
