

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination June – 2026**

**Course : BCAR**  
**Subject Code : BCAR-601**  
**Subject Name : E-Commerce**

**Date** : 05-06-26  
**Time** : 11:30am to 01:45 pm  
**Duration** : 02.15 Hours  
**Max. Marks** : 70

## Section A

**Answer the following (Attempt any three)**

(30)

1. Write a short note on E-Retailing.
2. Discuss various advantages and disadvantages of Internet.
3. Narrate top seven e-commerce technology trends in details.
4. Explain different characteristics of mobile commerce.
5. How payment gateway works? Explain in great details.

## Section B

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

(20)

1. Enlist advantage and disadvantage of the digital economy.
2. Explain various types of Cyber Security threats.
3. Which are different types of B2B marketplaces and business models.
4. Narrate in brief about E-Cash.
5. What are the different challenges faced by E-Commerce?
6. Discuss various B2B internet marketing strategies.

## Section C

### Part – A (Multiple Choice Questions)

**(10)**

- 1 \_\_\_\_\_ is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines.  
A SEO  
B M-Commerce  
C Digital Marketing  
D Data Mining
- 2 A website following the \_\_\_\_\_ business model sells its products to an intermediate buyer who then sells the product to the final customer.  
A B2C  
B B2G  
C B2B  
D C2C
- 3 \_\_\_\_\_ as a result of precise targeting, messages can be designed to appeal to the specific needs and wants of the target audience.  
A Target marketing  
B Message tailoring  
C Exposure  
D All of them
- 4 A portal that helps to establish relations and to conduct transactions between various organizations is termed as \_\_\_\_\_ portals.  
A Horizontal  
B Vertical  
C B2B  
D Application Centric

- 5 \_\_\_\_\_ is an electronic / cash less payment option for making small purchases within the campus.  
A E - Purse  
B E - Cash  
C E – Cheque  
D Online banking.
- 6 \_\_\_\_\_ is a type of Intellectual Property.  
A Copyrights  
B Patents  
C Trademarks  
D All of them
- 7 \_\_\_\_\_ compliance is required by credit card companies to make online transactions secure and protect them against identity theft.  
A Tokenization  
B PCI  
C 3D secure  
D SSL Protocol
- 8 Full form of URL is \_\_\_\_\_.  
A Uniform Resource Locator  
B Uniform Repository Locator  
C Unified Resource Locator  
D Universal Resource Locator
- 9 \_\_\_\_\_ allows website visitors to select, reserve, and purchase a product or service from an eCommerce interface.  
A E-catalog  
B Direct selling  
C E-retailing  
D Shopping Cart
- 10 \_\_\_\_\_ marketplaces specialize in a single category of products or a particular industry.  
A Horizontal  
B Vertical  
C Global  
D Local

### Part – B (Do as Directed)

(10)

- 1 The main benefit of the Internet of Things (IoT) is that you can control your devices remotely from anywhere. True / False
- 2 Google introduces Google AdWords as an online advertising tool. True / False
- 3 An eWallet facilitates unsecured and slower checkout process. True / False
- 4 Polite ad is a method by which a large ad will be downloaded in smaller pieces to minimize the disruption of the content being viewed. True / False
- 5 E-banking is an E-Commerce application that simplified time-consuming and complex banking processes for people. True / False
- 6 A smart card is a plastic card with a small, built in microcomputer chip and integrated circuit that can store and process a lot of data. True / False
- 7 The risk of fraud in M-Commerce is very little. True / False
- 8 Full form of IMPS is Immediate Payment Service. True / False
- 9 In Phishing, Cybercriminals send malicious emails that seem to come from legitimate resources. True / False
- 10 The ability to change the product to better fit the needs of the customer is called Personalization. True / False

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