

BBA-R 107

BBA IInd SEMESTER EXAMINATION, 2024-25

BACHELOR OF BUSINESS ADMINISTRATION-RETAIL

(Introduction to E-Commerce in Retail)

(4+0)



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Paper ID

(To be filled in the
OMR Sheet)

Date(तिथि) : _____

5812

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) :

Time :1:30 Hrs.

समय :1:30 घण्टे

Max. Marks :75

अधिकतम अंक : 75

नोट :पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।

Important Instructions :

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

महत्वपूर्ण निर्देश :

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. Which of these is an example of a paid online advertising Platform ?
 - (A) Google
 - (B) Wikipedia
 - (C) Drop box
 - (D) Microsoft Word

2. Which of the following is an example of Online secondary research ?
 - (A) Conducting an Online focus group
 - (B) Sending personalised Emails to customers
 - (C) Analyzing industry reports from statista
 - (D) Calling customers for feedback

3. Which of these securities measures helps protect user data in E-commerce ?
 - (A) HTTPS Encryption
 - (B) Weak Password
 - (C) Public Wi-Fi usage for transaction
 - (D) Sharing OTP, with third Party

4. Which law in India Primarily governs Cyber security and online fraud prevention ?
 - (A) The Companies Act
 - (B) The Consumer Protection Act
 - (C) The Information Technology Act 2000
 - (D) The Indian Penal Code

5. Which of the following is a common security risk in E-commerce transaction ?
- (A) Phishing Attack
 - (B) Offline payment
 - (C) Physical store theft
 - (D) Increased Customer Engagement
6. CRM has become a primary components of :
- (A) ERP vendors
 - (B) ERP Software Solution
 - (C) CRM Software
 - (D) CRM Solution
7. The process of manage information about customers to maximize loyalty said to be -
- (A) Company Relationship Management
 - (B) Supplier Management
 - (C) Retail Management
 - (D) Customer Relationship Management
8. What is the major drawback of web based surveys ?
- (A) High Printing Costs
 - (B) Require face to face interaction
 - (C) Can not be conducted in multiple language
 - (D) Risk of low response rate

9. Which type of data is typically collected through web based surveys ?
- (A) Only qualitative data
 - (B) Only quantitative data
 - (C) Both qualitative and quantitative
 - (D) None of the above
10. Which tool is commonly used for web based survey ?
- (A) Google forms
 - (B) Microsoft Excel
 - (C) Photoshop
 - (D) Notepad
11. Which platform is commonly used for online group discussion ?
- (A) Linked IN groups
 - (B) Whatsapp
 - (C) Facebook Groups
 - (D) All of the above
12. Which of the following is a key advantage of online advertising ?
- (A) High cost
 - (B) Limited Reach
 - (C) Real time performance tracking
 - (D) No user Engagement

13. Which of the following is NOT a technique used in Viral Marketing ?
- (A) Influencer collaboration
 - (B) Spam Emails
 - (C) Social Media Challenges
 - (D) Word of mouth promotion
14. Viral Marketing relies heavily on which of the following ?
- (A) Television
 - (B) Print Media
 - (C) Customer referrals
 - (D) Bill boards
15. Which E-Commerce transaction offers the advantages of doing away with the need for a Middle Man ?
- (A) Consumer to Business
 - (B) Government to Business
 - (C) Business to Consumer
 - (D) Business to Government
16. Which of the following statement about ERP is false ?
- (A) ERP stands for Entire Resource Planning
 - (B) ERP provides the backbone for an Enterprise wide information system
 - (C) ERP facilitates information sharing across organizational units and geographical location
 - (D) ERP is used in Industrial Engineering

17. What is “drip campaign” in Email Marketing ?
- (A) Sending Links only
 - (B) One time Email Blasts
 - (C) A series of automated Emails sent over time
 - (D) Disabling Email attachments
18. Which section of the IT Act deals with cyber fraud and Identity theft ?
- (A) Section 66C
 - (B) Section 43
 - (C) Section 12
 - (D) Section 21A
19. Which of the following is an example of paid online advertising ?
- (A) Organic Search result
 - (B) Wikipedia Articles
 - (C) Social Media Comments
 - (D) Pay-per-click ads
20. Which of the following is a major function of a Search Engine ?
- (A) Sending Emails
 - (B) Online Shopping
 - (C) Live Chat Support
 - (D) Indexing and retrieving web pages

21. Which type of digital marketing uses Social media platform to promote products ?
- (A) Telemarketing
 - (B) Print Advertising
 - (C) Door to Door sales
 - (D) Influence marketing
22. Which data mining method is used to identify buying patterns of customs ?
- (A) Regression Analysis
 - (B) Market Basket Analysis
 - (C) Random guessing
 - (D) Spam Filtering
23. Which of the following techniques is used in data mining for E-commerce Business ?
- (A) Predictive Analytics
 - (B) Manual record keeping
 - (C) Ignoring customer feedback
 - (D) Deleting old sales records
24. What is the purpose of Email marketing in E-commerce ?
- (A) To Send Spam Message
 - (B) To Engage Customers and Promote Products
 - (C) To Block Website Access
 - (D) To replace traditional Marketing Completely

25. Under the IT Act, 2000, Which of the following is a punishable cyber crime ?
- (A) Ethical hacking with permission
 - (B) Sending offensive message via communication services
 - (C) Online Advertising
 - (D) Customer support via chat bots
26. Which type of Online fraud tricks users into downloading Malicious Software ?
- (A) Phishing
 - (B) Ransomware attack
 - (C) Online shopping
 - (D) Customer Feedback form
27. What does E-commerce stand for ?
- (A) Electronic communication
 - (B) Electronic Commerce
 - (C) Economic Commerce
 - (D) Efficient Commerce
28. E- Commerce allows business to operate :
- (A) Only within a specific city
 - (B) Only within national boundaries
 - (C) Globally, with an internet connection
 - (D) Only within local markets

29. Which of the following is a key advantage of e-commerce over traditional commerce ?
- (A) Limited reach
 - (B) Higher operational cost
 - (C) 24/7 availability
 - (D) Restricted payment methods
30. Which of the following is a business model in E-commerce ?
- (A) E- shops
 - (B) Paper-based transactions
 - (C) Manual bookkeeping
 - (D) Door - to - door selling
31. What is e-procurement ?
- (A) Electronic purchasing from a retail store
 - (B) Offline purchase from a retail store
 - (C) Traditional supply chain management
 - (D) Selling Goods at a local market
32. The process of integrating multiple components of a supply chain using digital platforms is called :
- (A) Traditional commerce
 - (B) Value chain integration
 - (C) Retailing
 - (D) Warehouse management

33. Tele communication in E-commerce primarily enables :
- (A) Physical store transactions
 - (B) Manual data entry
 - (C) Digital communication and transactions
 - (D) Traditional advertising
34. Which of the following is not a key component of E-commerce ?
- (A) Online transactions
 - (B) Digital marketing
 - (C) Traditional paper billing
 - (D) E-payment systems
35. What is an electronic payment system in E-commerce ?
- (A) Payment through bank drafts
 - (B) Cash-on –delivery payment only
 - (C) Digital transactions using credit/debit cards, UPI and wallets
 - (D) Barter system of payment
36. Which of the following is not a commonly used electronic payment method ?
- (A) Pay pal
 - (B) Bitcoin
 - (C) Cash on delivery
 - (D) Credit cards

37. In E-commerce, a transaction between a business and another business is known as :
- (A) B2C (Business to Consumer)
 - (B) B2B (Business to Business)
 - (C) C2C (Consumer to Consumer)
 - (D) G2B (Government to Business)
38. A Major benefit of electronic payment system is :
- (A) Slower transaction speed
 - (B) Increased fraud risk
 - (C) Faster and more secure transactions
 - (D) Only usable in physical stores
39. What is a key challenge of E-commerce ?
- (A) Low reach to customers
 - (B) High dependency on technology and security
 - (C) Limited payment options
 - (D) Lack of customer data
40. Which of the following is a characteristics of traditional commerce rather than E-commerce ?
- (A) 24/7 availability
 - (B) Global reach
 - (C) Physical interaction between buyer and seller
 - (D) Online transactions

41. In the context of e-commerce, what does M- commerce stand for ?
- (A) Mobile Commerce
 - (B) Market Place Commerce
 - (C) Modern Commerce
 - (D) Money Commerce
42. What does RTGS stands for in the context of online banking ?
- (A) Real –Time Gross Settlement
 - (B) Regular Transaction Gateway System
 - (C) Real –Time General Security
 - (D) Rapid Transaction Governance system
43. Online share market operations allow users to :
- (A) Buy and sell shares from anywhere
 - (B) Invest only through banks
 - (C) Purchase physical stock certificates
 - (D) Trade shares only during weekends
44. Which of the following is an example of an online payment method ?
- (A) Cheque Payment
 - (B) Cash-on-delivery
 - (C) Digital wallet transactions
 - (D) Bank counter deposit

45. The primary function of E-Banking is to :
- (A) Eliminate the need for traditional banks
 - (B) Provide financial services online
 - (C) Increase Physical branch operations
 - (D) Limit access to transactions
46. What is a major benefit of web-based advertising for businesses ?
- (A) Limited customer base
 - (B) Increased operational costs
 - (C) Global reach and targeted marketing
 - (D) Dependence on physical marketing channels
47. Which of the following is an example of online marketing ?
- (A) Billboard advertisements
 - (B) Email marketing campaigns
 - (C) Newspaper classifieds
 - (D) Door-to-door promotions
48. Which type of online advertisement is displayed at the top or sides of a website page ?
- (A) Popup ads
 - (B) Banner ads
 - (C) Social media ads
 - (D) Email ads

49. What is a disadvantage of online marketing ?
- (A) High level of audience engagement
 - (B) Cost-effectiveness
 - (C) Privacy concerns and data security risk
 - (D) Ability to reach a global audience
50. A click-through rate (CTR) in online advertisements measures :
- (A) The number of people who see an ad
 - (B) The percentage of users who click on an ad after seeing it
 - (C) The time an ad is displayed on a website
 - (D) The amount paid per advertisement
