

**Indian Maritime University**  
**(A Central University, Govt. of India)**  
**End Semester Examinations – December 2022**  
**Programme Name: BBA (LRE)**  
**Semester: IV**  
**Subject Code: UG31T2404**  
**Subject Name: E-Commerce - I**

Date: 30.11.2022

Max Marks: 70

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Duration: 03 Hrs

Pass Marks: 35

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in the respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. \_\_\_\_\_ is a dedicated telephone circuits to communicate with terminals and other computers.
  - a) Packet switching
  - b) Circuit switching
  - c) Router
  - d) Packet and circuit Switching
  
2. DARPA Abbreviation
  - a) Defence Advanced Research Public Agency
  - b) Direct Advanced Research Project Agency
  - c) Defence Advanced Research Private Agency
  - d) Defence Advanced Research Projects Agency
  
3. eBay and OLX are examples of this.
  - a) B2B Marketing

- b) B2C Marketing
  - c) C2C Marketing
  - d) C2B Marketing
4. A company that offers content, services, and/ or products also provides a forum for advertisements and receives fees from advertisers.
- a) Affiliate Model
  - b) Subscription model
  - c) Advertising Revenue Modal
  - d) Transaction fee model
5. Which design includes a data flow diagram that describes the flow of information at your e-commerce site
- a) Logical design
  - b) Physical design
  - c) End user design
  - d) Both Logical and Physical design
6. It is software developed by a community of programmers and designers, and is free to use and modify.
- a) Utility Software
  - b) System Software
  - c) Open-source software
  - d) Application Software
7. It is a free service from Google that enables Webmasters and site owners to freely access Web analytics data
- a) Web Analytics
  - b) Google Adwords
  - c) Google Analytics
  - d) Traffic source Analytics
8. Traffic from search engine results that are earned, not paid
- a) Organic Traffic

- b) Paid traffic
- c) Direct traffic
- d) Unique visitors

9. The bounce rate can be defined

- a) new visitors visit the site and then immediately leave it without completing any tasks.
- b) new visitors visit the site and then leave it after completing any tasks
- c) Regular visitors visit the site and then immediately leave it without completing any tasks
- d) Regular visitors visit the site and then leave it after completing more than one purchase

10. How to Overcome the Language Barrier While Selling Online?

- a) Talk in English because it is the most commonly use language in e-commerce
- b) Communicate Through Visuals
- c) Send invoices in the native language
- d) All of the above

### **Section B**

Five Questions of 02 Marks each

- 11. Differentiate E-commerce and E-business.
- 12. How do DNS works?
- 13. List the Pros of the Bricks and click Model
- 14. What do you mean by Direct Traffic?
- 15. Discuss the factors involved in optimizing website performance.

### **Section C**

Seven Questions of 10 Marks each of which any 05 questions to be answered.

- 16. Describe the issues involved in choosing the most appropriate hardware for an e-commerce site.
- 17. Discuss HTTP protocol briefly.

18. Identify the key technology concepts behind the internet and discuss them briefly.

19. Name any five Application servers and their functionalities briefly.

20. Discuss SDLC and the steps involved in it.

21. What is Customer Acquisition Cost? Why is it important? And how can we calculate it?

22. What do you mean by Google AdWords? Discuss the different matching options of Google AdWords.