

**INDIAN MARITIME UNIVERSITY**  
**BBA (Logistics, Retailing & E-Commerce)**  
**Fourth Semester Examination 2022**  
**E-Commerce –I**  
**Sub code: UG31T2404**

**Date – 07.06.2022**

**Time: 3 Hours**

**Pass Marks - 35**

**Max Marks=70**

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**SECTION A**

**10 X 1 = 10**

**Answer all the questions. All questions carry equal marks.**

1. ARPANET stands for
  - a) Advanced Research Projects And Network
  - b) Advanced Research Projects Agency Network
  - c) Advanced Research Protocol And Network
  - d) None of the above
  
2. Unique features of E-Commerce are
  - a. Ubiquity.
  - b. Global reach.
  - c. Richness.
  - d. All of the above.
  
3. Which is not an example of cloud computing?
  - a. Netflix
  - b. Gmail
  - c. Microsoft 365
  - d. Aaas
  
4. Examples of Display marketing is
  - a) Skyscraper
  - b) Search Engine Marketing
  - c) Social media marketing
  - d) All of the above
  
5. A process in which a site is compared with its competitors
  - a) Business Process Management
  - b) Benchmarking
  - c) Business Model
  - d) None of the above

6. Optimizing website performance is
  - a) page content
  - b) page generation
  - c) page delivery
  - d) All of the above
  
7. The most important factor affecting the speed of the site
  - a) Number of simultaneous users in peak periods
  - b) Type of content
  - c) Number of page requests
  - d) All of the above
  
8. Which drives business decisions such as advertising spend, store layout, and product pricing?
  - a) Average Order Value
  - b) Pay Per Acquisition
  - c) Get linked up
  - d) None of the above
  
9. This option prevents your ad from showing when a word or phrase you specify is searched for.
  - a) Broad Match
  - b) Phrase Match
  - c) Negative Match
  - d) Exact Match
  
10. Low Entry barriers include:
  - a) technology challenges
  - b) government regulation and patents
  - c) start-up costs
  - d) All of the above

**SECTION B**

**(5X2=10 Marks)**

**Answer all the questions. All questions carry equal marks.**

11. Define Packet switching. What is the purpose of the Routing Algorithm in packet switching?
12. Differentiate SEM vs. SEO.
13. What do you mean by open-source software?
14. How is referral traffic tracked?
15. Discuss the Low entry barriers of e-commerce.

**SECTION C (5 X10 = 50) Marks**

**Answer any FIVE Questions All questions carry equal marks.**

16. Discuss the Layers of the TCP/IP model.
17. Explain the Unique features of E-Commerce.
18. What do you mean by the Brick and Click Model. Discuss its Principles of Brick and Click Model.
19. What do you mean by dynamic page generation and discuss the tools used to generate it?
20. Explain the different testing processes briefly.
21. What are the different types of traffic sources? Discuss briefly.
22. Discuss Average Session Duration and Bounce rate briefly. How are they calculated?