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# National Testing Agency

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## E-commerce Technologies

<b>Group Number :</b>	1
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<b>Show Attended Group? :</b>	No
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<b>Is this Group for Examiner? :</b>	No

## E-commerce Technologies-1

<b>Section Id :</b>	864351513
<b>Section Number :</b>	1
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	100

<b>Number of Questions to be attempted :</b>	100
<b>Section Marks :</b>	100
<b>Mark As Answered Required? :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	864351551
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 8643519006 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is simply defined as 'doing business electronically'?

1. Mobile communication
2. Mobile computing
3. Electronic commerce
4. Electronic computing

**Options :**

- 86435128331. 1
- 86435128332. 2
- 86435128333. 3
- 86435128334. 4

**Question Number : 2 Question Id : 8643519007 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which factor incorporates the level and advancement in IT education and training which enables both potential buyers and the workforce to understand and use the new technology?

1. Economical
2. Political
3. Social
4. Environmental

**Options :**

86435128335. 1  
86435128336. 2  
86435128337. 3  
86435128338. 4

**Question Number : 3 Question Id : 8643519008 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following gives customers the latest information on the company or on a particular product or offering?

1. E-mail confirmation
2. Periodic news flash
3. Online auction
4. Website traffic

**Options :**

86435128339. 1  
86435128340. 2  
86435128341. 3  
86435128342. 4

**Question Number : 4 Question Id : 8643519009 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A \_\_\_\_\_ allows users to monitor the items the customer want to purchase.

1. Product catalogue
2. Shopping cart software
3. Shopping list
4. Check out

**Options :**

86435128343. 1  
86435128344. 2  
86435128345. 3

86435128346. 4

**Question Number : 5 Question Id : 8643519010 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Electronic Data Interchange (EDI), E-mail, and Hypertext Text Transfer Protocol (HTTP) are examples of \_\_\_\_\_ software.

1. Application
2. Messaging
3. Publishing
4. Driver

**Options :**

- 86435128347. 1
- 86435128348. 2
- 86435128349. 3
- 86435128350. 4

**Question Number : 6 Question Id : 8643519011 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Two widespread approaches to electronic publishing are \_\_\_\_\_ and HTML.

1. PDF
2. HTTP
3. SMTP
4. SSL

**Options :**

- 86435128351. 1
- 86435128352. 2
- 86435128353. 3
- 86435128354. 4

**Question Number : 7 Question Id : 8643519012 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the exchange of computer-created and computer-stored messages via a telecommunications network.

1. SMS
2. E-mail
3. Virus
4. Botnet

**Options :**

86435128355. 1  
86435128356. 2  
86435128357. 3  
86435128358. 4

**Question Number : 8 Question Id : 8643519013 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

NetMeeting is a good example of \_\_\_\_\_ product.

1. Singleware
2. Botnet
3. Rootkit
4. Groupware

**Options :**

86435128359. 1  
86435128360. 2  
86435128361. 3  
86435128362. 4

**Question Number : 9 Question Id : 8643519014 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ have to target a global audience and let customers speak for your quality honestly.

1. Businesses
2. Digital technology
3. Consumers
4. Shipping agents

**Options :**

- 86435128363. 1
- 86435128364. 2
- 86435128365. 3
- 86435128366. 4

**Question Number : 10 Question Id : 8643519015 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

E-commerce websites are online portals that facilitate transactions of \_\_\_\_\_ over the internet

1. Only goods
2. Only services
3. Both goods and services
4. None of the above

**Options :**

- 86435128367. 1
- 86435128368. 2
- 86435128369. 3
- 86435128370. 4

**Question Number : 11 Question Id : 8643519016 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which country has surpassed the retail growth of USA by twice as much in the year 2016?

1. India
2. China
3. France
4. Australia

**Options :**

86435128371. 1  
86435128372. 2  
86435128373. 3  
86435128374. 4

**Question Number : 12 Question Id : 8643519017 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

With the \_\_\_\_\_ that comes with the Internet, every student gets equal exposure and opportunity.

1. Popularity
2. Anonymity
3. Reputation
4. Speed

**Options :**

86435128375. 1  
86435128376. 2  
86435128377. 3  
86435128378. 4

**Question Number : 13 Question Id : 8643519018 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

UAV refers to \_\_\_\_\_.

1. Unmanned Aerial Vehicles
2. Universal Aerial Vehicles
3. Universal Alien Vehicles
4. Unmanned Alien Vehicles

**Options :**

86435128379. 1

86435128380. 2

86435128381. 3

86435128382. 4

**Question Number : 14 Question Id : 8643519019 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Drone delivery system is implemented by \_\_\_\_\_ , a leading online market place.

1. ebay
2. Amazon
3. Flipkart
4. Snapdeal

**Options :**

86435128383. 1

86435128384. 2

86435128385. 3

86435128386. 4

**Question Number : 15 Question Id : 8643519020 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Which segment do Amazon.com belong?

1. B2B
2. B2C
3. C2B
4. C2C

**Options :**

86435128387. 1  
86435128388. 2  
86435128389. 3  
86435128390. 4

**Question Number : 16 Question Id : 8643519021 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which term represents a count of the number of people who visit one site, click on an advt., and are taken to the site of the advertiser?

1. Affiliate programs
2. Spam
3. Click-through
4. Conversion rate

**Options :**

86435128391. 1  
86435128392. 2  
86435128393. 3  
86435128394. 4

**Question Number : 17 Question Id : 8643519022 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Through \_\_\_\_\_, the government transfers pension and other benefits directly to the recipient's bank account.

1. Electronic Benefits Transfer (EBT)
2. Electronic Funds Transfer (EFT)
3. Net banking
4. Provident Fund (PF)

**Options :**

- 86435128395. 1
- 86435128396. 2
- 86435128397. 3
- 86435128398. 4

**Question Number : 18 Question Id : 8643519023 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What provides up-to-date news similar to broadcast news?

1. Printed newspaper
2. E- newspaper
3. Morning edition newspaper
4. Evening edition newspaper

**Options :**

- 86435128399. 1
- 86435128400. 2
- 86435128401. 3
- 86435128402. 4

**Question Number : 19 Question Id : 8643519024 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is not limited to, commercial transactions, but it also provides other services?

1. E- business
2. E- commerce
3. E- transactions
4. E- services

**Options :**

- 86435128403. 1
- 86435128404. 2
- 86435128405. 3
- 86435128406. 4

**Question Number : 20 Question Id : 8643519025 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which factor represents how well your system can adapt to increased demands?

1. Availability
2. Accessibility
3. Reliability
4. Scalability

**Options :**

- 86435128407. 1
- 86435128408. 2
- 86435128409. 3
- 86435128410. 4

**Question Number : 21 Question Id : 8643519026 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following was an early form of E-commerce?

1. EDI
2. SCM
3. HTML
4. UAV

**Options :**

86435128411. 1  
86435128412. 2  
86435128413. 3  
86435128414. 4

**Question Number : 22 Question Id : 8643519027 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Fill in the blanks

E-commerce has an \_\_\_\_\_ approach whereas e-business has an \_\_\_\_\_ approach.

1. Ambivert, extroverted
2. Extroverted, introverted
3. Extroverted, ambivert
4. Ambivert, introverted

**Options :**

86435128415. 1  
86435128416. 2  
86435128417. 3  
86435128418. 4

**Question Number : 23 Question Id : 8643519028 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following is an example of B2B e-commerce?

1. eBay
2. Dell
3. NEGIS
4. Amazon

**Options :**

86435128419. 1  
86435128420. 2  
86435128421. 3  
86435128422. 4

**Question Number : 24 Question Id : 8643519029 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the process which includes promotional and marketing efforts?

1. Production
2. Information
3. Customer- focussed
4. Internal management

**Options :**

86435128423. 1  
86435128424. 2  
86435128425. 3  
86435128426. 4

**Question Number : 25 Question Id : 8643519030 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ acts as a potential solution for restoring citizen involvement in government processes.

1. Democracy
2. Citizenship
3. E- government
4. E- citizenship

**Options :**

86435128427. 1  
86435128428. 2  
86435128429. 3  
86435128430. 4

**Question Number : 26 Question Id : 8643519031 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Off-shoring and \_\_\_\_\_ have become industry standards allowing people to work together from different parts of the world.

1. E-business
2. Online shopping
3. Outsourcing
4. Networking

**Options :**

86435128431. 1  
86435128432. 2  
86435128433. 3  
86435128434. 4

**Question Number : 27 Question Id : 8643519032 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A \_\_\_\_\_ is a geographically distributed collection of Local Area Networks.

1. Small Area Network
2. Metropolitan Area Network
3. Personal Area Network
4. Wide Area Network

**Options :**

- 86435128435. 1
- 86435128436. 2
- 86435128437. 3
- 86435128438. 4

**Question Number : 28 Question Id : 8643519033 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

SET protocol on the internet stands for:

1. Secure Electronic Transaction
2. Secure Internet Transaction
3. Secure Establish Transaction
4. Secure Electronic Transmission

**Options :**

- 86435128439. 1
- 86435128440. 2
- 86435128441. 3
- 86435128442. 4

**Question Number : 29 Question Id : 8643519034 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which term refers to the company that provides customers with Internet access?

1. Domain Name System
2. Internet Service Provider
3. Fiber channel
4. World Wide Web

**Options :**

86435128443. 1

86435128444. 2

86435128445. 3

86435128446. 4

**Question Number : 30 Question Id : 8643519035 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ applications encompass tax payment.

1. G2B
2. G2C
3. B2G
4. C2G

**Options :**

86435128447. 1

86435128448. 2

86435128449. 3

86435128450. 4

**Question Number : 31 Question Id : 8643519036 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Be it for communication or exploration, connecting with people or for official purposes, the internet has become the central \_\_\_\_\_ for all.

1. Hub
2. Community
3. Content
4. None of the above

**Options :**

- 86435128451. 1
- 86435128452. 2
- 86435128453. 3
- 86435128454. 4

**Question Number : 32 Question Id : 8643519037 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the marketplace which comprises of many buyers and few suppliers.

1. Supplier-oriented marketplace
2. Intermediary-oriented marketplace
3. Net marketplace
4. Buyer-oriented marketplace

**Options :**

- 86435128455. 1
- 86435128456. 2
- 86435128457. 3
- 86435128458. 4

**Question Number : 33 Question Id : 8643519038 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is the management of a network of all business processes and activities.

1. Inventory management
2. Supply chain management
3. Business management
4. Distribution management

**Options :**

86435128459. 1

86435128460. 2

86435128461. 3

86435128462. 4

**Question Number : 34 Question Id : 8643519039 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which among the following is used for finding and identifying relevant entities on the Internet?

1. Web link
2. Cookie
3. Cache
4. Domain name

**Options :**

86435128463. 1

86435128464. 2

86435128465. 3

86435128466. 4

**Question Number : 35 Question Id : 8643519040 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which type of network connects computers together on an especially high-speed connection, in a configuration namely a cluster?

1. Local area network
2. Wide area network
3. System area network
4. Personal area network

**Options :**

- 86435128467. 1
- 86435128468. 2
- 86435128469. 3
- 86435128470. 4

**Question Number : 36 Question Id : 8643519041 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which type of network is used to connect computers together over relatively small distances, such as within a single building or within a small group of buildings.

1. Wide area network
2. Personal area network
3. Local area network
4. System area network

**Options :**

- 86435128471. 1
- 86435128472. 2
- 86435128473. 3
- 86435128474. 4

**Question Number : 37 Question Id : 8643519042 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the technology that makes use of the "extra" signals not used by telephone signals.

1. TCP
2. UDP
3. Datagram
4. DSL

**Options :**

- 86435128475. 1
- 86435128476. 2
- 86435128477. 3
- 86435128478. 4

**Question Number : 38 Question Id : 8643519043 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Who helped to build prototypes of the core web technologies and coined the term WWW?

1. Nicola Pellow
2. Mac Miller
3. Tim Berners-Lee
4. Bjarne Stroustrup

**Options :**

- 86435128479. 1
- 86435128480. 2
- 86435128481. 3
- 86435128482. 4

**Question Number : 39 Question Id : 8643519044 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Fill in the blank

\_\_\_\_\_ code is scanned by users, who are then taken to a specific webpage that the \_\_\_\_\_ code is attached to.

1. QR, bar
2. QR, QR
3. Bar, QR
4. None of the above

**Options :**

- 86435128483. 1
- 86435128484. 2
- 86435128485. 3
- 86435128486. 4

**Question Number : 40 Question Id : 8643519045 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name a "not-for-profit" organization that promotes the use of Internet advertising and encourages effective Internet advertising based upon four standard formats.

1. Interactive Advertising Bureau
2. Interactive Messaging Bureau
3. Intensive Advertising Bureau
4. Intensive Messaging Bureau

**Options :**

- 86435128487. 1
- 86435128488. 2
- 86435128489. 3
- 86435128490. 4

**Question Number : 41 Question Id : 8643519046 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The aim of social media marketing is to get customers to be the \_\_\_\_\_.

1. Brand advocates
2. Promoters
3. Marketers
4. Brand advertisers

**Options :**

- 86435128491. 1
- 86435128492. 2
- 86435128493. 3
- 86435128494. 4

**Question Number : 42 Question Id : 8643519047 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which type of marketing appeals to the target audience with the aim of attracting visitors to a website?

1. E-mail
2. Mobile
3. Content
4. Social-media

**Options :**

- 86435128495. 1
- 86435128496. 2
- 86435128497. 3
- 86435128498. 4

**Question Number : 43 Question Id : 8643519048 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which among the following can be a remarkable branding tool in the world of business?

1. Banner ads
2. Shopping bots
3. E-mails
4. Voice assistance

**Options :**

- 86435128499. 1
- 86435128500. 2
- 86435128501. 3
- 86435128502. 4

**Question Number : 44 Question Id : 8643519049 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Offering discounts on customer's birthday/anniversary month is an example of \_\_\_\_\_.

1. Promotional offer email
2. Cross-sell email
3. Loyalty and re-Engagement email
4. Target email

**Options :**

- 86435128503. 1
- 86435128504. 2
- 86435128505. 3
- 86435128506. 4

**Question Number : 45 Question Id : 8643519050 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which one of the following terms is defined as the denial of sharing information with unauthorized parties?

1. Privacy
2. Integrity
3. Non-repudiation
4. Abstraction

**Options :**

- 86435128507. 1
- 86435128508. 2
- 86435128509. 3
- 86435128510. 4

**Question Number : 46 Question Id : 8643519051 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What provides security to the end-users by negotiating encryption scheme types used between the client and the server?

1. Secure Hypertext Transfer Protocol (SHTTP)
2. Secure Socket Layer (SSL)
3. Secure Electronic Transaction (SET)
4. Simple Mail Transfer Protocol (SMTP)

**Options :**

- 86435128511. 1
- 86435128512. 2
- 86435128513. 3
- 86435128514. 4

**Question Number : 47 Question Id : 8643519052 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Most of the email services are susceptible because the \_\_\_\_\_ cannot be encrypted.

1. Metadata
2. Information
3. Data
4. E-mail

**Options :**

86435128515. 1  
86435128516. 2  
86435128517. 3  
86435128518. 4

**Question Number : 48 Question Id : 8643519053 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ can steal access codes, advanced voice records; retina imagers etc. that can fool security systems.

1. Logic bomb
2. Time bomb
3. Virtual bomb
4. Atom bomb

**Options :**

86435128519. 1  
86435128520. 2  
86435128521. 3  
86435128522. 4

**Question Number : 49 Question Id : 8643519054 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the tactic used by a hacker in attempt to redirect traffic from a legitimate website to an entirely different IP address by changing the host's file on the victim's computer.

1. Phishing
2. Malware
3. Pharming
4. Web bug

**Options :**

- 86435128523. 1
- 86435128524. 2
- 86435128525. 3
- 86435128526. 4

**Question Number : 50 Question Id : 8643519055 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ relies on public key cryptography and digital certificates.

1. HTTP
2. SET
3. TCP
4. UDP

**Options :**

- 86435128527. 1
- 86435128528. 2
- 86435128529. 3
- 86435128530. 4

**Question Number : 51 Question Id : 8643519056 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ are used by legitimate websites to make special offers to returning users and to track the results of their advertising?

1. First party cookies
2. Second party cookies
3. Third party cookies
4. Fourth party cookies

**Options :**

- 86435128531. 1
- 86435128532. 2
- 86435128533. 3
- 86435128534. 4

**Question Number : 52 Question Id : 8643519057 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is created to intentionally target computers, systems and networks.

1. Malware
2. Virus
3. Ransomware
4. Spyware

**Options :**

- 86435128535. 1
- 86435128536. 2
- 86435128537. 3
- 86435128538. 4

**Question Number : 53 Question Id : 8643519058 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ detects attacks by understanding the behavior of all of the individual attack components and analyzing their relationship.

1. Worms
2. Big data analytics
3. Pharming
4. Grid computing

**Options :**

- 86435128539. 1
- 86435128540. 2
- 86435128541. 3
- 86435128542. 4

**Question Number : 54 Question Id : 8643519059 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is any activity that can lead to data loss/corruption through disruption of normal business operations.

1. Disruptive analysis
2. Attack
3. Threat
4. Data integrity

**Options :**

- 86435128543. 1
- 86435128544. 2
- 86435128545. 3
- 86435128546. 4

**Question Number : 55 Question Id : 8643519060 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ is a deliberate act or action that exploits vulnerability in a controlled system.

1. Disruptive analysis
2. Attack
3. Threat
4. Data integrity

**Options :**

- 86435128547. 1
- 86435128548. 2
- 86435128549. 3
- 86435128550. 4

**Question Number : 56 Question Id : 8643519061 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the first known virus.

1. Creeper virus
2. ILOVEYOU virus
3. Code Red virus
4. Ika-tako virus

**Options :**

- 86435128551. 1
- 86435128552. 2
- 86435128553. 3
- 86435128554. 4

**Question Number : 57 Question Id : 8643519062 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the virus which replaced files and programs with pictures of squid.

1. Creeper virus
2. ILOVEYOU virus
3. Code Red virus
4. Ika-tako virus

**Options :**

86435128555. 1

86435128556. 2

86435128557. 3

86435128558. 4

**Question Number : 58 Question Id : 8643519063 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is the formula used for RSA encryption?

1.  $e = ce \pmod n$
2.  $c = me \pmod n$
3.  $c = ne \pmod m$
4.  $e = mc \pmod n$

**Options :**

86435128559. 1

86435128560. 2

86435128561. 3

86435128562. 4

**Question Number : 59 Question Id : 8643519064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is the process of converting normal text (data) into cipher text known as?

1. Multiplexing
2. Demultiplexing
3. Encryption
4. Decryption

**Options :**

86435128563. 1

86435128564. 2

86435128565. 3

86435128566. 4

**Question Number : 60 Question Id : 8643519065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the first encryption algorithm approved by the U.S. government for public disclosure.

1. DES
2. AES
3. RSA
4. Hash

**Options :**

86435128567. 1

86435128568. 2

86435128569. 3

86435128570. 4

**Question Number : 61 Question Id : 8643519066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The networks which are outside the firewall are often called \_\_\_\_\_ networks.

1. Mobile
2. Immobile
3. Trusted
4. Untrusted

**Options :**

- 86435128571. 1
- 86435128572. 2
- 86435128573. 3
- 86435128574. 4

**Question Number : 62 Question Id : 8643519067 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the network security device, which is either hardware or software-based used to monitor all incoming and outgoing traffic.

1. ACL
2. Firewall
3. Router
4. Gateway

**Options :**

- 86435128575. 1
- 86435128576. 2
- 86435128577. 3
- 86435128578. 4

**Question Number : 63 Question Id : 8643519068 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Based on a defined set of security rules, firewalls block the traffic without any reply through which option?

1. Accept
2. Reject
3. Drop
4. Allow

**Options :**

- 86435128579. 1
- 86435128580. 2
- 86435128581. 3
- 86435128582. 4

**Question Number : 64 Question Id : 8643519069 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Data \_\_\_\_\_ involves transforming an EDI document into another format that conforms to both the EDI standards and the business partner's rules.

1. Transformation
2. Mapping
3. Reduction
4. Diddling

**Options :**

- 86435128583. 1
- 86435128584. 2
- 86435128585. 3
- 86435128586. 4

**Question Number : 65 Question Id : 8643519070 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ asks the question "What are you allowed to do?".

1. Authentication
2. Authorization
3. Identification
4. Verification

**Options :**

- 86435128587. 1
- 86435128588. 2
- 86435128589. 3
- 86435128590. 4

**Question Number : 66 Question Id : 8643519071 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

A digital signature can be generated only by a \_\_\_\_\_.

1. Authorised user
2. Computer
3. Receiver
4. Sender

**Options :**

- 86435128591. 1
- 86435128592. 2
- 86435128593. 3
- 86435128594. 4

**Question Number : 67 Question Id : 8643519072 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

EDI software translates a machine to readable format known as \_\_\_\_\_.

1. Rip
2. Read
3. Rip or read
4. Rip and read

**Options :**

86435128595. 1  
86435128596. 2  
86435128597. 3  
86435128598. 4

**Question Number : 68 Question Id : 8643519073 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Direct EDI is also known as \_\_\_\_\_.

1. EDI VAN
2. Software based EDI
3. Internet based EDI
4. Web based EDI

**Options :**

86435128599. 1  
86435128600. 2  
86435128601. 3  
86435128602. 4

**Question Number : 69 Question Id : 8643519074 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The \_\_\_\_\_ account contains the history of all transactions indicating the purpose/place and the amount spent which can be checked anytime and anywhere.

1. Verified
2. Validated
3. Virtual
4. Payment

**Options :**

- 86435128603. 1
- 86435128604. 2
- 86435128605. 3
- 86435128606. 4

**Question Number : 70 Question Id : 8643519075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the card in which the personal identification number (PIN) and a hardware device is mandatory to read the information that is stored in the magnetic strip on the back.

1. Credit
2. Debit
3. Charge
4. Stored value

**Options :**

- 86435128607. 1
- 86435128608. 2
- 86435128609. 3
- 86435128610. 4

**Question Number : 71 Question Id : 8643519076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ refers to that the system should be operable by multiple service providers.

1. Scalability
2. Applicability
3. Integrity
4. Interoperability

**Options :**

- 86435128611. 1
- 86435128612. 2
- 86435128613. 3
- 86435128614. 4

**Question Number : 72 Question Id : 8643519077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the scheme launched by the Indian government for offering cash awards to consumers who utilize electronic payment systems for personal consumption expenditures.

1. Lucky Grahak Yojana
2. Digi-Dhan Vyapar Yojana
3. Digi- Grahak Yojana
4. Lucky Dhan Vyapar Yojana

**Options :**

- 86435128615. 1
- 86435128616. 2
- 86435128617. 3
- 86435128618. 4

**Question Number : 73 Question Id : 8643519078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ crime is an online attack on information about individuals, corporations, or governments.

1. Corporate
2. Computer
3. Data
4. Legal

**Options :**

86435128619. 1  
86435128620. 2  
86435128621. 3  
86435128622. 4

**Question Number : 74 Question Id : 8643519079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The forms of payment on the Internet are:

- (i) Electronic cash
- (ii) Mobile wallets
- (iii) Payment card

1. i and ii
2. i and iii
3. ii and iii
4. i , ii and iii

**Options :**

86435128623. 1  
86435128624. 2  
86435128625. 3  
86435128626. 4

**Question Number : 75 Question Id : 8643519080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The \_\_\_\_\_ software allows the user to download "electronic coins" to his or her desktop.

1. Payment
2. E-cash
3. Stored value
4. Charge value

**Options :**

- 86435128627. 1
- 86435128628. 2
- 86435128629. 3
- 86435128630. 4

**Question Number : 76 Question Id : 8643519081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ can act as payment cards when they are used to store credit card information or as e-money when they store electronic currency.

1. Credit card
2. Debit card
3. E-cheque
4. E-wallet

**Options :**

- 86435128631. 1
- 86435128632. 2
- 86435128633. 3
- 86435128634. 4

**Question Number : 77 Question Id : 8643519082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Merchants prefer \_\_\_\_\_ card for payment by their customers.

1. Credit
2. Debit
3. Charge
4. Stored value

**Options :**

- 86435128635. 1
- 86435128636. 2
- 86435128637. 3
- 86435128638. 4

**Question Number : 78 Question Id : 8643519083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ are defined as the pieces of information on your hard drive sent by a web server to a user's browser gathered while visiting different websites.

1. Web bugs
2. Cookies
3. Finger printing
4. Cross device tracking

**Options :**

- 86435128639. 1
- 86435128640. 2
- 86435128641. 3
- 86435128642. 4

**Question Number : 79 Question Id : 8643519084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



The \_\_\_\_\_ of a browser store personal data such as browsing history, username, and passwords for different sites that are accessed.

1. History
2. Bookmarks
3. Cookies
4. Downloads

**Options :**

- 86435128643. 1
- 86435128644. 2
- 86435128645. 3
- 86435128646. 4

**Question Number : 80 Question Id : 8643519085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What assists in moving the transaction through the processing network as well as in sending the billing statement?

1. Payment gateway
2. Payment statement
3. Payment processor
4. Payment voucher

**Options :**

- 86435128647. 1
- 86435128648. 2
- 86435128649. 3
- 86435128650. 4

**Question Number : 81 Question Id : 8643519086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The two main points of interest for your suppliers are payment times and \_\_\_\_\_.

1. Order sizes
2. Order timing
3. Product bundles
4. Bill payment

**Options :**

- 86435128651. 1
- 86435128652. 2
- 86435128653. 3
- 86435128654. 4

**Question Number : 82 Question Id : 8643519087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

In case of return of goods, most online sellers will refund the amount paid to the customer's bank account within \_\_\_\_\_ working days.

1. 1-3
2. 7-10
3. 4-6
4. 11-15

**Options :**

- 86435128655. 1
- 86435128656. 2
- 86435128657. 3
- 86435128658. 4

**Question Number : 83 Question Id : 8643519088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Product, \_\_\_\_\_, price, promotion and place are the 5 Ps of marketing.

1. People
2. Profile
3. Privacy
4. Performance

**Options :**

- 86435128659. 1
- 86435128660. 2
- 86435128661. 3
- 86435128662. 4

**Question Number : 84 Question Id : 8643519089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is defined as the repository of data and information?

1. E-commerce
2. Internet
3. Email
4. Business

**Options :**

- 86435128663. 1
- 86435128664. 2
- 86435128665. 3
- 86435128666. 4

**Question Number : 85 Question Id : 8643519090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name the computational process of discovering patterns in large informational data sets.

1. Data querying
2. Data analysis
3. Data mining
4. Warehousing

**Options :**

- 86435128667. 1
- 86435128668. 2
- 86435128669. 3
- 86435128670. 4

**Question Number : 86 Question Id : 8643519091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

E-commerce fosters stiff competition as more \_\_\_\_\_.

1. Entrepreneurs enter the field
2. Demand rises
3. Supply decreases
4. Customers enter the field

**Options :**

- 86435128671. 1
- 86435128672. 2
- 86435128673. 3
- 86435128674. 4

**Question Number : 87 Question Id : 8643519092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is the most practical way of cutting costs?

1. Reduce product returns
2. Streamline free shipping
3. Mitigate issues with checkout system
4. Making right investments

**Options :**

86435128675. 1

86435128676. 2

86435128677. 3

86435128678. 4

**Question Number : 88 Question Id : 8643519093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ can be a costly endeavour if not properly planned.

1. Marketing
2. Free shipping
3. Promotion
4. Advertising

**Options :**

86435128679. 1

86435128680. 2

86435128681. 3

86435128682. 4

**Question Number : 89 Question Id : 8643519094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

\_\_\_\_\_ has reformed the way we shop.

1. Economy
2. GDP
3. Internet
4. Convenience

**Options :**

86435128683. 1  
86435128684. 2  
86435128685. 3  
86435128686. 4

**Question Number : 90 Question Id : 8643519095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

When did ownership of personal computers increase?

1. 20th century first decade
2. 20th century last decade
3. 21st century first decade
4. 21st century last century

**Options :**

86435128687. 1  
86435128688. 2  
86435128689. 3  
86435128690. 4

**Question Number : 91 Question Id : 8643519096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Products like \_\_\_\_\_ are instantly available as soon as payment is done.

1. E-books
2. Software
3. Songs/movies
4. All of the above

**Options :**

- 86435128691. 1
- 86435128692. 2
- 86435128693. 3
- 86435128694. 4

**Question Number : 92 Question Id : 8643519097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which is a key success criterion for word of mouth or social media marketing?

1. Ambiguity
2. Transparency
3. Clarity
4. Opacity

**Options :**

- 86435128695. 1
- 86435128696. 2
- 86435128697. 3
- 86435128698. 4

**Question Number : 93 Question Id : 8643519098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

What is the specific combination of marketing actions that provides positional advantage called?

1. Pivot
2. Beam
3. Lever
4. Hinge

**Options :**

86435128699. 1

86435128700. 2

86435128701. 3

86435128702. 4

**Question Number : 94 Question Id : 8643519099 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which serves as a bridge between high-level marketing strategy and marketing program tactics?

1. Customer experience
2. Customer interface
3. Customer service
4. Customer support

**Options :**

86435128703. 1

86435128704. 2

86435128705. 3

86435128706. 4

**Question Number : 95 Question Id : 8643519100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Which industry in India is a booming career currently?

1. Marketing
2. Social media marketing
3. Email marketing
4. Online marketing

**Options :**

86435128707. 1

86435128708. 2

86435128709. 3

86435128710. 4

**Question Number : 96 Question Id : 8643519101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Even small businesses have a good chance to promote and brand their products on a large scale using \_\_\_\_\_ marketing.

1. Blog
2. Internet
3. Email
4. Viral

**Options :**

86435128711. 1

86435128712. 2

86435128713. 3

86435128714. 4

**Question Number : 97 Question Id : 8643519102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

One of the most significant features of internet marketing is \_\_\_\_\_.

1. Global accessibility
2. Data inventory
3. Affordable
4. Facilitates marketing

**Options :**

- 86435128715. 1
- 86435128716. 2
- 86435128717. 3
- 86435128718. 4

**Question Number : 98 Question Id : 8643519103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Name a customer driven personalisation technique.

1. Data mining
2. Rule based
3. Filtering
4. Search engine

**Options :**

- 86435128719. 1
- 86435128720. 2
- 86435128721. 3
- 86435128722. 4

**Question Number : 99 Question Id : 8643519104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Clustering clients into a group and analysing their data is \_\_\_\_\_.

1. Expensive
2. Competitive
3. Time consuming
4. Affordable

**Options :**

86435128723. 1

86435128724. 2

86435128725. 3

86435128726. 4

**Question Number : 100 Question Id : 8643519105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Which is the life force of personalisation?

1. Data
2. Time
3. Facts
4. Operation

**Options :**

86435128727. 1

86435128728. 2

86435128729. 3

86435128730. 4