

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2020

Course: Implications of E-Business

Program: B.Tech. - ECRA

Course Code: CSIT413

Semester: VIII

Time 03 hrs.

Max. Marks: 100

Instructions: Nil

SECTION A

S. No.		Marks	CO
1	TF Any business whose back is the electronic industry falls under the ambient of e-business	2	CO2
2	TF Human resource management is a component is not a component of porter value chain.	2	CO3
3	Multiple choice Which of the following a component of SWOT analysis: a. Strength b. Weakness c. Threats d. All of the above - answer	2	CO1
4	TF e-risk management is not a component of e-business strategy:	2	CO3
5	Which of the following is a component user management in e-commerce: a. Identification b. Authorization c. Both of these d. None of these	2	CO1
6	True false Digital signatures are issued by trusted third party.	2	CO3
7	True false Amazon follows an inventory based model	2	CO1
8	True false Alibaba.com has no inventory	2	CO3

9	Which of the following is not an impact of cab haling aps: a. Increased availability of cabs b. Decreased costs of cabs c. Higher customer satisfaction d. None of these	2	CO2
10	True false Use of e-commerce in an end-to-end fashion has reduced the final cost	2	CO1
11	True False Okhai.com is an online website which encourages women from villages and semi-urban areas to show their rural craft talent on their site	2	CO2
12	Which of the following is not a part of e-business strategy: a. Content creation b. Monetization c. Strength analysis d. None of these	2	CO3
13	Which of the following is a security concern in e-commerce: a. Security b. Privacy c. Both a and b d. None of the above	2	CO2
14	True/False The activity of buying and selling products online is e-business under strict definition.	2	CO2
15	Which of the following is not a part of porter value chain: a. Infrastructure b. Technology c. Suppliers d. procurement	2	CO1
16	Which of the following is a revenue stream for FakingNews.com: a. Advertisement b. Direct sales c. Both a and b d. None of these	2	CO2
17	Which of these is not a form of e-business: a. Online sale of good	2	CO1

	<ul style="list-style-type: none"> b. Online sales of services c. Remote sale of intellectual property d. Online auction 		
18	<p>Teabox.com has provided which of the following benefits over the traditional supply chain:</p> <ul style="list-style-type: none"> a. Cost effectiveness b. Reduce time of delivery c. Both a and b d. None of these 	2	CO3
19	<p>Which of the following is an disadvantage of e-business:</p> <ul style="list-style-type: none"> a. High payment gateway failure b. Cross-border Difference is legal guidelines c. Technical issues like server crashes d. All of the above 	2	CO3
20	<p>Which of the following is a benefit of e-business:</p> <ul style="list-style-type: none"> a. Fast revenue growth b. Cater diverse geographies c. Both a and b d. None of the above 	2	CO3
21	<p>Which of the following not a sales channel for a new e-commerce website:</p> <ul style="list-style-type: none"> a. Flipkart b. Amazon c. Local distributors d. Offline stores 	2	CO3
22	<p>True/False</p> <p>Vision for any e-business makes is utilized for creating long term roadmap for the company.</p>	2	CO1
23	<p>True/False</p> <p>e-ticket a right to travel or attend an event that is recorded electronically when the purchase is made, without the issuing of a paper ticket</p>	2	CO3
24	<p>Which of the following is an example of cross-border online business:</p> <ul style="list-style-type: none"> a. Alibaba b. Teabox c. Flipkart d. Both a and b 	2	CO3
25	<p>True/False</p> <p>Personal information is protected under Personal Information Protection Act</p>	2	CO3

26	Which of the following is not a type of IPR dealing with e-business: a. Copy-write b. Trademarks c. Domain name d. None of these	2	CO1
27	Which of the following is a e-business challenge: a. Sociopolitical issues b. Economic issues c. Both a and b d. None of these	2	CO2
28	Which of the following is not a type of phishing: a. Deceptive phishing b. Spear phishing c. CEO fraud d. None of these	2	CO3
29	True/false The rules for online contracting do not vary across jurisdictions.	2	CO1
30	Which of the following statements are true: a. A copyright is a collection of rights automatically vested to you once you have created an original work. b. The primary goal of the patent law is not to encourage innovation and commercialization of technological advances c. Both a and b d. None of these	2	CO2
SECTION B			
1	Analyze e-business in India and its impact on Indian retail business.	10	CO1
2	Critically analyze the pro's and con's of e-business?	10	CO3
3	Examine the porter's five forces analysis in context to e-business? OR Analyze the impact of phishing over global e-business?	10	CO2
4	Examine the cryptographic concerns in terms of e-commerce? OR Analyze the use phishing in context of e-commerce.	10	CO4