

IT430 Final 2010

By Adnan Awan

Question No: 1 (Marks: 1) - Please choose one

In XML, in which of following element tag, other element are enclosed

- ▶ Child element
- ▶ **Root element**
- ▶ <?xml version="1.0"?>
- ▶ <XM

Question No: 2 (Marks: 1) - Please choose one

Which entity does not include in SET(secure Electronic Transaction)?

- ▶ Seller
- ▶ Buyer
- ▶ Payment gateway
- ▶ **Bank**

Question No: 3 (Marks: 1) - Please choose one

Which of the following Barriers to International E-Commerce?

- ▶ Advertising
- ▶ Patents
- ▶ **Infrastructure**
- ▶ Capital

Adnanawan6@gmail.com

Question No: 4 (Marks: 1) - Please choose one

Class C has:

- ▶ Network 01 byte and 03 hosts
- ▶ Network 02 bytes and 02 hosts
- ▶ **Network 03 bytes and 01 host**
- ▶ None of these

Question No: 5 (Marks: 1) - Please choose one

A paper signature is believed to be more reliable than a digital signature.

- ▶ True
- ▶ **False**

Question No: 6 (Marks: 1) - Please choose one

Which device uses the IP address

- ▶ Switch
- ▶ **Router**
- ▶ Repeater
- ▶ None of these

Question No: 7 (Marks: 1) - Please choose one

Electronic banking is also known as _____.

- ▶ Cyber banking
- ▶ Virtual banking
- ▶ Online banking
- ▶ **All of above**

Adnanawan6@gmail.com

Question No: 8 (Marks: 1) - Please choose one

Cryptographic Algorithms are measured in terms of

- ▶ **Key length**
- ▶ Complexity
- ▶ Simplicity
- ▶ All of the above

Question No: 9 (Marks: 1) - Please choose one

Switch is used on the layer

- ▶ First Layer

▶ **Second Layer**

- ▶ Third Layer
- ▶ None of these
- ▶ Manufacturing and packaging of goods
- ▶ Distribution and sale of goods to distributors/customers
- ▶ Input from suppliers and Distribution

Question No: 10 (Marks: 1) - Please choose one

What is a E-Cash wallet ?

- ▶ Hardware
- ▶ Agent
- ▶ **Software**
- ▶ All of the above

Question No: 11 (Marks: 1) - Please choose one

Which of the following Barriers to International E-Commerce?

- ▶ Advertising
- ▶ Patents
- ▶ **Infrastructure**
- ▶ Capital

Question No: 12 (Marks: 1) - Please choose one

ANSI stands for

- ▶ **American National Standards Institute**
- ▶ All Network Standards Institute
- ▶ American New standards Institute
- ▶ Australia National standards Institute

Adnanawan6@gmail.com

Question No: 13 (Marks: 1) - Please choose one

Suppose, someone circulates a news item in the media about the reputation of a doctor, alleging him to be professionally incompetent and negligent. This doctor may then file a lawsuit against that person claiming that his reputation has been injured due to such an act.

Which legal issue arises due to such acts?

- ▶ Cyber Crimes
- ▶ **Online Defamation**
- ▶ Cyber squatting
- ▶ None

Question No: 14 (Marks: 1) - Please choose one

Characterization and Clustering belong to which of the following types of Data Mining?

- ▶ Additive

- ▶ Predictive
- ▶ Selective
- ▶ **Descriptive**

Question No: 15 (Marks: 1) - Please choose one
EDI stands for.....

- ▶ Electronic Digital Information
- ▶ Electronic Data Integration
- ▶ **Electronic Data Interchange**
- ▶ All of these

Question No: 16 (Marks: 1) - Please choose one
What does ++ operator do?

- ▶ Adds two numbers together
- ▶ Joins two text strings together
- ▶ **Adds 1 to a number**
- ▶ Adds 2 to a number

Question No: 17 (Marks: 1) - Please choose one

Following are malicious programs EXCEPT ----- .

- ▶ Back doors
- ▶ Trojan Horses
- ▶ **Firewalls**
- ▶ Worms

Question No: 18 (Marks: 1) - Please choose one

Suppose you want to search from Virtual University's database that how many students have taken MBA in a specific semester. In this scenario, which type of data mining you are using?

- ▶ Classification
- ▶ Association
- ▶ **Characterization**
- ▶ Clustering

Question No: 19 (Marks: 1) - Please choose one
FVIPSS stands for _____.

- ▶ **First Virtual Internet Payment System Server**
- ▶ First Virtual International Payment System Server
- ▶ First Virtual International Payment System Services
- ▶ First Virtual Internal Payment System Services

Adnanawan6@gmail.com

Question No: 20 (Marks: 1) - Please choose one

Which of the following payment mode does not require customer to pay interest to the bank on each transaction?

- ▶ Credit card
- ▶ **Debit card**
- ▶ Electronic check
- ▶ All of the above

Question No: 21 (Marks: 1) - Please choose one

Which property of the document object is used to create a cookie?

- ▶ creatcookie
- ▶ **cookie**
- ▶ cookies
- ▶ updatecookie

Question No: 22 (Marks: 1) - Please choose one

Which of the following is **NOT** an identified behavioral mode of customers on the web?

- ▶ Browsers
- ▶ Buyers
- ▶ Shoppers
- ▶ **Seller**

Question No: 23 (Marks: 1) - Please choose one

“Risk Management “ is the part of which activity?

- ▶ E-business
- ▶ **E-commerce**
- ▶ E-marketing
- ▶ All of the given

Question No: 24 (Marks: 1) - Please choose one

Online banking is a substitute of tradition banking. Is it?

- ▶ **True**
- ▶ False

Question No: 25 (Marks: 1) - Please choose one

-----means services in relation to the transformation of contents of an electronic Document from its original form to one that cannot be understood or decoded by any unauthorized person

- ▶ **Cryptography services**
- ▶ Accredited Certification Service Provider'

- ▶ Originator
- ▶ Addressee

Question No: 26 (Marks: 1) - Please choose one

Which type of algorithm is used by virtual pin system for encryption?

- ▶ DES (Data Encryption Standard)
- ▶ IDEA (International Data Encryption Algorithm)
- ▶ Rijndael
- ▶ **Non of above**

Question No: 27 (Marks: 1) - Please choose one

Each layer except has got a header.

- ▶ **Physical layer**
- ▶ Datalink layer
- ▶ Session layer
- ▶ Network layer

Question No: 28 (Marks: 1) - Please choose one

Which one is not the life cycle stage of the customer relation?

- ▶ Awareness
- ▶ Exploration
- ▶ Familiarity
- ▶ **Cancelation**

Question No: 29 (Marks: 1) - Please choose one

SET was developed in _____.

- ▶ 1996
- ▶ **1997**
- ▶ 1998
- ▶ 1999

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT supported by position property?

- ▶ **Relative**
- ▶ absolute
- ▶ static
- ▶ dynamic

Adnanawan6@gmail.com

Final term paper 2010

By Adnan Awan

Question No: 1 (Marks: 1) - Please choose one

In e-cash system which type of encryption is used?

- ▶ a) Symmetric
- ▶ b) Asymmetric
- ▶ Both a&b
- ▶ None

Question No: 2 (Marks: 1) - Please choose one

Traditionally Marketer use the market segmentation(s) like

- ▶ Geo-graphic Segmentation
- ▶ Demographic Segmentation
- ▶ Psychographic Segmentation
- ▶ **All of the above page 131**

Question No: 3 (Marks: 1) - Please choose one

Click and Mortar refers to

- ▶ Offline business
- ▶ **Online business**
- ▶ Engineering
- ▶ Building

Question No: 4 (Marks: 1) - Please choose one

An address represented by four decimal numbers separated by a period is the

- ▶ **IP**
- ▶ RIP
- ▶ MAC
- ▶ None of the given

IP addressing

It is the logical addressing scheme used to identify computer machines on the internet. Each computer has a unique IP address provided by IP protocol for a given session. It is represented by four decimal numbers separated by a period e.g, 140.57.220.200 (see Fig. 5 below). Computers see this information as a stream of 32 bits.

Question No: 5 (Marks: 1) - Please choose one

Who is making the Web standards?

- ▶ International Standard Organization
- ▶ ANSI
- ▶ Microsoft
- ▶ **The World Wide Web Consortium**

Question No: 6 (Marks: 1) - Please choose one

Which of the following option best represent “Data mining can improve response rate tremendously”?

- ▶ Direct mailing
- ▶ **Personalization technology**
- ▶ E-business
- ▶ Opt-in e-mail

Personalization technology (data mining) can also improve response rate tremendously.

Question No: 7 (Marks: 1) - Please choose one

Individuals who write programs or manipulate technologies to gain unauthorized access to computers and networks are ----- .

- ▶ administrators
- ▶ experts
- ▶ **hackers**
- ▶ coders

Hackers

Hackers or crackers are those individuals who write programs or manipulate technologies to gain unauthorized access to computers and networks.

Question No: 8 (Marks: 1) - Please choose one

What is the correct HTML for inserting an image?

- ▶ <image src="image.gif">
- ▶ ****
- ▶
- ▶ image.gif

Question No: 9 (Marks: 1) - Please choose one

In XML, in which of following element tag, other element are enclosed

- ▶ Child element
- ▶ **Root element**
- ▶ <?xml version="1.0"?>
- ▶ <XML>

Ref: PAGE # 76

We enclose other elements within the root element tags.

Adnanawan6@gmail.com

Question No: 10(Marks: 1) - Please choose one

Which of the following is NOT supported by position property?

- ▶ **Relative**
- ▶ absolute
- ▶ static
- ▶ dynamic

Question No: 11 (Marks: 1) - Please choose one

Implementing Value Chain model can help us to...

- ▶ Reduce cost
- ▶ Improve quality of products
- ▶ Create new ways of selling products
- ▶ **All of these**

Question No: 12 (Marks: 1) - Please choose one

Symmetric algorithms are faster than asymmetric.

- ▶ **True**
- ▶ False

The advantage of using symmetric key is that since symmetric algorithms are faster as compared to asymmetric,

Question No: 13 (Marks: 1) - Please choose one

Three participants of the E-Cash Model are

- ▶ **Seller, buyer and E-bank**
- ▶ Seller, buyer and Certification authority
- ▶ Seller, Agent and bank
- ▶ None of these

Question No: 14 (Marks: 1) - Please choose one

-----means services in relation to the transformation of contents of an electronic document from its original form to one that cannot be understood or decoded by any unauthorized person

- ▶ **Cryptography services**
- ▶ Accredited Certification Service Provider'
- ▶ Originator
- ▶ Addressee

“Cryptography services’ means services in relation to the transformation of contents of an electronic document from its original form to one that cannot be understood or decoded by any unauthorized person”.

Question No: 15 (Marks: 1) - Please choose one

Why we use **reset** tag in HTML?

- ▶ To remove the text written in Notepad.
- ▶ To remove the text written in between <body> and </body>tag.
- ▶ To remove the text written in between <head> and </head> tag.
- ▶ **To remove the text written in between <form> and </form> tag.**

Question No: 16 (Marks: 1) - Please choose one

Where there are quite a few erroneous or missing values in a row then that row can be deleted or discarded. This process is called.....

- ▶ Data Deletion
- ▶ **Data Selection**
- ▶ Data Integration
- ▶ Data Transformation

Question No: 17 (Marks: 1) - Please choose one

Virtual PIN Payment System requires both merchant and buyer to register with

- _____.
- ▶ Auto Clearing House (ACH)
 - ▶ **First Virtual (FV)**
 - ▶ DSS (Digital Signature Standard)
 - ▶ DES (Data Encryption Standard)

Question No: 18 (Marks: 1) - Please choose one

Which property of the document object is used to create a cookie?

- ▶ creatcookie
- ▶ **cookie**
- ▶ cookies
- ▶ updatecookie

Question No: 19 (Marks: 1) - Please choose one

PKI stands for _____.

- ▶ Public Key Instrument
- ▶ Public Key Information
- ▶ Public Key Instruction
- ▶ **Public Key Infrastructure**

Question No: 20(Marks: 1) - Please choose one

Each layer except has got a header.

- ▶ **Physical layer**
- ▶ Datalink layer
- ▶ Session layer
- ▶ Network layer

Question No: 21 (Marks: 1) - Please choose one

In e-cash system which type of encryption is used?

- ▶ **a) Symmetric**
- ▶ b) Asymmetric
- ▶ Both a&b
- ▶ None

Adnanawan6@gmail.com

Question No: 22 (Marks: 1) - Please choose one

SET was developed in _____.

- ▶ 1996
- ▶ **1997**
- ▶ 1998
- ▶ 1999

Secure Electronic Transaction (SET)

The drawback in SSL that the credit card/debit card information remains with the merchant led to the development of a more sophisticated protocol called SET. It was developed in **1997**

Question No: 23 (Marks: 1) - Please choose one

Visitor's location, IP address, time of visit related information are added, in which of the following

- ▶ call handling files
- ▶ cookies
- ▶ **log files**
- ▶ Data mining files.

Log files consist of data generated by site visits and include information about each visitor's location.

Question No: 24 (Marks: 1) - Please choose one

Which of the following is NOT force of Porter's competitive rivalry Model?

- ▶ Threat of potential/new entrants
- ▶ Threat of substitute
- ▶ **Differentiation and cost leadership**
- ▶ Competition between existing players

Question No: 25 (Marks: 1) - Please choose one

What is the correct JavaScript syntax to write "Hello World"?

- ▶ response.write("Hello World")
- ▶ **document.write("Hello World")**
- ▶ ("Hello World")
- ▶ "Hello world"

Question No: 26(Marks: 1) - Please choose one

Class C has:

- ▶ Network 01 byte and 03 hosts
- ▶ Network 02 bytes and 02 hosts
- ▶ **Network 03 bytes and 01 host**
- ▶ None of these

Question No: 27 (Marks: 1) - Please choose one

Which device uses the IP address

Adnanawang@gmail.com

- ▶ Switch
- ▶ Router
- ▶ Repeater
- ▶ None of these

Question No: 28 (Marks: 1) - Please choose one

Exclusive right granted by law to make, use and sell an invention. What is called?

- ▶ Parasites
- ▶ Trade mark
- ▶ Patent infringement
- ▶ Copyright

Question No: 29 (Marks: 1) - Please choose one

Which of the following company develop ERP soft wares?

- ▶ SAP
- ▶ Oracle
- ▶ JD Edward
- ▶ All of these

Page # 150

SAP is an example of ERP software. ERP is complex. It is not intended for public consumption as proper integration of ERP with ecommerce applications is still a major problem.

Question No: 30 (Marks: 1) - Please choose one

Which type of algorithm is used by virtual pin system for encryption?

- ▶ DES (Data Encryption Standard)
- ▶ IDEA (International Data Encryption Algorithm)
- ▶ Rijndael
- ▶ Non of above

Adnanawan6@gmail.com