IT430 Finalterm Papers…21 Papers Solved… By Dua Waqar

21 Final term papers

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Paper#1

ERM EXAMINATION
Spring 2010
IT430- E-Commerce (Session - 1)

Time: 90 min

Marks: 60

Question No: 1 (Marks: 1) - Please choose one
JIT Stands for
► **Just In Time**
► Joint investigation Technique
► Join in Training
► Just In Total

Question No: 2 (Marks: 1) - Please choose one
JIT concept means
► No distribution channel
► No warehousing
► **easily delivery**
► No communication

Question No: 3 (Marks: 1) - Please choose one
Press release can provide information about current events and news to, which of following, via a internet?
► Print media
► T.v commercial
► **Press or media**
► T.V program
Press releases can provide information about current events and other important news to the press or media via internet. Page#135
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Question No: 4 (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, IP address, time of visit, frequency of visits etc. Page#136

Question No: 5 (Marks: 1) - Please choose one
FSTC stands for:
► **Financial Services Technology Consortium**
► Financial Secrets Technology Consortium
► Final Security threats control
► First Service Technology Consortium
Financial Services Technology Consortium (FSTC) is a group of U.S banks, research agencies and government organizations formed in 1993. Page#113

Question No: 6 (Marks: 1) - Please choose one
Downstream activities relate to?
► Materials/services or the input from suppliers
► Manufacturing and packaging of goods
► **Distribution and sale of goods to distributors/customers**
► Manufacturing and Distribution
Downstream activities relate to distribution and sale of goods to distributors/customers Page#155

Question No: 7 (Marks: 1) - Please choose one
The process of taking active role in working with suppliers to improve products and processes is called?
► Value chain management
► **Supply chain management**
► Supply chain management software
► Porter Model
The process of taking active role in working with suppliers to improve products and processes is called supply chain management. Page#155

Question No: 8 (Marks: 1) - Please choose one
Porter's Model helps a firm to identify threats to its competitive position and to devise plans including the use of IT and e-commerce to protect or enhance that position.
► **True Page#158 (1ˢᵗ Line)**
► False

Question No: 9 (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 Page#158**
► Competition between existing players
Porter identified five forces of competitive rivalry described as under:
Threat of potential/new entrants to the sector
Threat of substitute product or service in the existing trade
Bargaining power of the buyers
Bargaining power of the suppliers
Competition between existing players

Question No: 10 (Marks: 1) - Please choose one
ANSI stands for ……….
► **American National Standards Institute Page#147**
► All Network Standards Institute
► American New standards Institute
► Australia National standards Institute

Question No: 11 (Marks: 1) - Please choose one
Company collecting information assumes that the customer does not object to a
specific use of information unless the customer specifically denies the permission.
Thus,
the company may use the collected information for its own purpose, as well as, sell
or
rent it out to other firms or persons. Which of the following Approach it is using?
► Opt-in out
► **Opt-out**
► Swap-out
► Opt-in
In more common opt-out approach, the company collecting information assumes
that the customer does not object to a specific use of information unless the
customer specifically denies the permission. Thus, the company may use the
collected information for its own purpose, as well as, sell or rent it out to other firms
or persons. Page#183

Question No: 12 (Marks: 1) http://www.vuaskari.com - Please choose one
An address represented by four decimal numbers separated by a period is the
► **IP Page#07**
► RIP
► MAC
► None of the given
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

Question No: 13 (Marks: 1) - Please choose one
Who is making the Web standards?
► International Standard Organization
► ANSI
► Microsoft
► **The World Wide Web Consortium**
World Wide Web Consortium (W3C), a non-profit organization that maintains standards for the web presented the draft of XML in late 1990's. Page#74

Question No: 14 (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 or crackers are those individuals who write programs or manipulate technologies to gain unauthorized access to computers and networks. Page#94

Question No: 15 (Marks: 1) - Please choose one
The process of scrambling a message with the help of a key is called --------------.
► Cryptography
► Filtering
► Transposition
► **Encryption**
The process of scrambling a message with the help of a key is called Encryption. The process of unscrambling a message using an appropriate key is called decryption Page#100

Question No: 16 (Marks: 1) - Please choose one
Which of the following is NOT supported by position property?
► Relative
► Absolute
► Static
► **Dynamic**
Position Property position: Page#51
Absolute – you can place the element box anywhere on the page position:
Relative – position is relative to the normal position of the element
Position: static – position remains unchanged

Question No: 17 (Marks: 1) - Please choose one
JavaScript variables can begin with -----------.

► a lower case letter
► an underscore character
► a dollar sign
► **all of the above**

Variable names can begin with an uppercase letter (A-Z), lower case letter (a-z), an underscore character (_), or dollar sign ($). Remaining characters can be any of the above or from digits (0-9). In JavaScript variables are case sensitive. It means that if you have variable 'money' you cannot write 'Money' or 'mONEY'. You don't need to define the variable with the data type (rather it is not allowed in JavaScript) Page#154

Question No: 18 (Marks: 1) - Please choose one
Symmetric algorithms are faster than asymmetric.
► **True**
► False

Symmetric algorithms are faster as compared to asymmetric Page#105

Question No: 19 (Marks: 1) - Please choose one
SET doesn't require special software on the client or merchant side.
► True
► **False**

Merchants must have special SET software to process transactions. Customers must have digital wallet software that stores certificates and card information. Page#112

Question No: 20 (Marks: 1) - Please choose one
Which e-business helps to improve policies, procedures, customer services, and general operations of other businesses?
► Online shopping malls.
► Selling intellectual property online.
► **Online service providers.**
► Online automotive sites and energy online.
Online Service Providers
These e-businesses help improve policies, procedures, customer service and general operations of other businesses. Page#129

Question No: 21 (Marks: 1) - Please choose one
Choose which one is a very critical element in supply chain management in an Ecommerce
environment.
► Transaction
► **Communication**
► None of the given
► All of the given

Internet is a very quick and effective tool of communication. On the other hand, communication is also a very critical element in supply chain management. Page#155

Question No: 22 (Marks: 1) - Please choose one
Established ----------- can build trust for online business more quickly as compared to a
new company/business without reputation
► **Brand**
► Language
► Culture
► Infrastructure
Note that companies with established brands can build trust for online business more quickly as compared to a new company/business without reputation, since a brand conveys expectations about how the online business would behave. Page#161

Question No: 23 (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 Page#163**
► Accredited Certification Service Provider'
► Originator
► Addressee

Question No: 24 (Marks: 1) - Please choose one
Choose the right one that which organization based in Switzerland is one such arbitration service provider nominated under the UDRP.
► WITO
► **WIPO**
► MIPO
► MITO
World Intellectual Property Organization (WIPO) based in Switzerland is one such arbitration service provider nominated under the UDRP Page#182

Question No: 25 (Marks: 1) - Please choose one
------------- wrong is an act deemed by law to be harmful to the society in general such as theft or murder etc. and the state itself is a party in such matters.
► **Criminal**
► Civil
► Plentiful
► None
A criminal wrong (crime) is an act deemed by law to be harmful to the society in

general such as theft or murder etc. and the state itself is a party in such matters

Question No: 26 (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: 27 (Marks: 1) - Please choose one
If we apply hash function on any message the message will become message digest.
Can we get original message by applying hash function again on message digest?
► Yes
► **No**

A hash function is said to be one way because we cannot go back to the original text on applying the hash function to a message digest. Page#103

Question No: 28 (Marks: 1) - Please choose one
The process of key search attack is driving private key from _____.
► **Public key**
► Symmetric key
► Asymmetric key
► Private key

The public key and its corresponding private key are linked with each other with the help of a large composite number. These attacks attempt to derive the private key from its corresponding public key using that number.

Question No: 29 (Marks: 1) - Please choose one
In e-cash system which type of encryption is used?
► a) Symmetric
► b) Asymmetric
► **Both a&b**
► None
Page#116 1ˢᵗ paragraph of lec#26

Question No: 30 (Marks: 1) - Please choose one
Brand marketing is related to the barrier
► Language Barrier
► Cultural
► **Lack of Trust** Page#161
► Network Barrier

Paper#2

FINALTERM EXAMINATION
Spring 2010

Question No: 1 (Marks: 1) - Please choose one
In case of transaction failure or crash, one can retrieve his or her lost coins by sending all blinded signed coins from last …………………withdrawals to the E-bank.
► 10
► 12
► 18
► **16**

In case network fails or computer crashes during payment transaction, coins might be lost. All signed blinded coins from last 16 withdrawals are sent by the bank to the client. Page#119

Question No: 2 (Marks: 1) - Please choose one
Which entity does not include in SET (secure Electronic Transaction)?
► Seller
► Buyer
► Payment gateway
► **Bank Page#122**

Question No: 3 (Marks: 1) - Please choose one
Traditionally Marketer use the market segmentation(s) like
► Geo-graphic Segmentation
► Demographic Segmentation
► Psychographic Segmentation
► **All of the above**

Traditionally, marketers have used three types of variables to define three different market segmentations, namely, geographic segmentation, demographic segmentation and psychographic segmentation. Page#131

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 Page#10**
► None of these

Question No: 5 (Marks: 1) - Please choose one
In ring topology, failure of network cable will only take down one computer's network access.
► True

► **False**
A failure in any cable or device breaks the loop and can take down the entire network. http://compnetworking.about.com/od/networkdesign/a/topologies.htm

Question No: 6 (Marks: 1) - Please choose one
Which device uses the IP ADDRESS?
► Switch
► **Router Page#16**
► Repeater
► None of these

Question No: 7 (Marks: 1) - Please choose one
What is the correct HTML for inserting an image?
► <image src="image.gif">
► **<img src="image.gif">**
► <img href="image.gif>
► <img>image.gif</img>
To apply an image in html, use <img> tag. Also, use attribute 'src' and keep the name of the image file as its value. <HTML> <BODY> <HI>On Sale Cassettes</H1> <Img Src="cassette.gif"> </Body></HTML> Page#21

Question No: 8 (Marks: 1) - Please choose one
Cryptographic Algorithms are measured in terms of
► **Key length**
► Complexity
► Simplicity
► All of the above
Cryptographic algorithms are measured in terms of key length. Page#108

Question No: 9 (Marks: 1) - Please choose one
Upstream activities relate to?
► **Materials/services or the input from suppliers**
► Manufacturing and packaging of goods
► Distribution and sale of goods to distributors/customers
► Input from suppliers and Distribution
Upstream activities relate to materials/services or the input from suppliers.Page#155
http://www.vuaskari.com

Question No: 10 (Marks: 1) - Please choose one
Television, radio and print media are in a (n) ……………………. Mode
► **Passive**
► Active
► Static
► Dynamic

In case of television, radio or print media people are normally in a passive mode. Page#139

Question No: 11 (Marks: 1) - Please choose one
Which of the following Barriers to International E-Commerce?
► Advertising
► Patents
► **Infrastructure**
► Capital
Barriers to international ecommerce include lack of trust, lack of infrastructure, language and culture.Page#161

Question No: 12 (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
A patent is an exclusive right granted by law to make, use and sell an invention. Page#181

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** Page#182
► 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 Page#141**
Classification and association are predictive types of data mining while characterization and clustering represent the descriptive type.
http://www.vuaskari.com

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

► Electronic Digital Information
► Electronic Data Integration
► **Electronic Data Interchange Page#147**
► All of these

Question No: 16 (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 Page#153**
It can reduce costs of a business;
It can improve quality of products;
It can help in reaching new customers or suppliers;
It can create new ways of selling products.

Question No: 17 (Marks: 1) - Please choose one
Following are malicious programs EXCEPT ----------------.
► Back doors
► Trojan Horses
► **Firewalls Page#94**
► Worms
Viruses and Worms are malicious programs
Trojan horses are those programs that appear harmless but actually have some malicious purpose

Question No: 18 (Marks: 1) - Please choose one
Which of the following is a valid variable name?
► 6th_student_CGPA
► **first_student_CGPA**
► Last student CGPA
► *any_student_CGPA
http://www.vuaskari.com

Question No: 19 (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 Page#110**
► Electronic check
► All of the above
Note that in case of a credit card the issuer bank charges interest from the client at a specified rate on the amount lent. On the other hand, in case of a debit card no such

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interest is payable since the customer uses his/her own money in that case.

Question No: 20 (Marks: 1) - Please choose one
FVIPSS stands for _____.
► **First Virtual Internet Payment System Server Page#110**
► First Virtual International Payment System Server
► First Virtual International Payment System Services
► First Virtual Internal Payment System Services
FV Internet Payment System Server (FVIPSS)

Question No: 21 (Marks: 1) - Please choose one
Which e-business helps to improve policies, procedures, customer services, and general operations of other businesses?
► Online shopping malls.
► Selling intellectual property online.
► **Online service providers. Page#129**
► Online automotive sites and energy online.
Online Service Providers
These e-businesses help improve policies, procedures, customer service and general operations of other businesses. They can provide consultancy/professional services, for example, web site development services, online legal consultancy services etc.

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 Page#132**
Three identified behavioral modes of the customers on the web are:
Browsers – customers who just browse through the site with no intention of buying
Buyers – customers who are ready to buy right away
Shoppers – customers who are motivated to buy but want more information
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Question No: 23 (Marks: 1) - Please choose one
Downstream activities relate to distribution and sale of goods to distributors/customers
► **True Page#155**
► False

Question No: 24 (Marks: 1) - Please choose one
Online banking is a substitute of tradition banking. Is it?
► **True**
► False

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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 Page#163**
► 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: 26 (Marks: 1) - Please choose one
Law is broadly divided into two classes on the basis of nature of wrong, namely, ---------
--- And ---------------
► **Civil law and criminal law Page#176**
► ETO and criminal law
► Supreme and Civil Law
► None
**Law is broadly divided into two classes on the basis of nature of wrong, namely civil
law and criminal law.**

Question No: 27 (Marks: 1) - Please choose one
Each layer except ………… has got a header.
► **Physical layer**
► Data link layer
► Session layer
► Network layer

Question No: 28 (Marks: 1) - Please choose one
Symmetric algorithms are faster than asymmetric?
► **true Page#105**
► false

Question No: 29 (Marks: 1) - Please choose one
SET was developed in _____.
► 1996
► **1997 Page# 122**
► 1998
► 1999

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

LDA stands for _____
► **Lahore Development Authority Page#165**
► Lahore Development Act

Paper#3

FINALTERM EXAMINATION
Spring 2010
IT430- E-Commerce

Time: 90 min
Marks: 60

Question No: 1 (Marks: 1) - Please choose one
Creation of separate experiences for customers based on their behavior is called
► Demographic segmentation
► **Behavioral segmentation**
► Geo-Graphic Segmentation
► None of the above
Creation of separate experiences for customers based on their behavior is called behavioral segmentation Page#132

Question No: 2 (Marks: 1) - Please choose one
Track the customers online and do personalization is only possible through which of the following file(s) analysis.
► log files
► **Cookie Page#136**
► data mining
► log files and cookies.
Cookies allow e-commerce sites to record visitor behavior. They can be used to track customers online and do personalization.

Question No: 3 (Marks: 1) - Please choose one
Which one of the following divides large network in small logical segments called subnets on basis of IP ADDRESSES?
► **Routers**
► Bridge
► None of these
► Switches

Question No: 4 (Marks: 1) - Please choose one
Where in an HTML document is the correct place to refer to an external style sheet?
► At the end of the document
► At the top of the document
► In the <body> section

► **In the <head> section Page#39**

Question No: 5 (Marks: 1) - Please choose one
Which of the following is NOT valid HTML code line?
► <frameset rows="16%,84%">
► **<frameset columns="16%,84%">**
► <frameset cols="100,150">
► <frameset cols="50%,50%" rows="16%,84%">
http://www.academictutorials.com/answers.asp?id=1 **Question 18**

Question No: 6 (Marks: 1) - Please choose one
How do you change the left margin of an element?
► Padding-left
► Margin
► Text-indent
► **margin-left**
margin-left: specifies the size of the left margin Page#50

Question No: 7 (Marks: 1) - Please choose one
document.write(str.replace(/Microsoft/,"W3Schools"))
► This string object is deleting Microsoft word
► This string object is concatenating the Microsoft with W3schools
► **This string object is replacing Microsoft with W3schools**
► None of these
http://www.w3schools.com/jsref/jsref_replace.asp

Question No: 8 (Marks: 1) - Please choose one
Meta tag contains:
► User information
► seller information
► **web page key information Page#138**
► bank information
Meta tag contains the key information of a web page

http://www.vuaskari.com
Question No: 9 (Marks: 1) - Please choose one
Porter's Model helps a firm to identify threats to its competitive position and to devise
plans including the use of IT and e-commerce to protect or enhance that position.
► **True Page#158**
► False

Question No: 10 (Marks: 1) - Please choose one
The act of intentionally registering domain names containing trademarks/trade names of

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prominent companies to later blackmail or demand ransom from those companies is called ------------------

► **Cyber squatting. Page#181**
► Trade mark
► Online Defamation
► Parasites

Question No: 11 (Marks: 1) - Please choose one
In which type of data mining, Apriori algorithms is used?
► Classification
► **Association**
► Characterization
► Clustering
Apriori algorithm is used for association mining. Page#143

Question No: 12 (Marks: 1) - Please choose one
Idea of Value Chain Model was given by..
► **Micheal Porter**
► Henry Porter
► Welkin Tin
► Soleman
The value chain model given by Michael Porter helps to analyze activities so that the firms can create competitive advantage.
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Question No: 13 (Marks: 1) - Please choose one
Support activities in Value Chain model includes
► Finance and Administration
► Human Resources
► Technology Development
► **All of these Page#152**

Question No: 14 (Marks: 1) - Please choose one
Which property of the document object is used to create a cookie?
► creatcookie
► **Cookie**
► cookies
► updatecookie
Property 'cookie' of the document object in JavaScript is used to create a cookie.Page#80

Question No: 15 (Marks: 1) - Please choose one
Cyber wallet can automatically assemble the correct payment and pay it too.

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► **True**
► False
Cyber wallet automatically assembles the correct payment amount and pays. Page#118

Question No: 16 (Marks: 1) - Please choose one
DSMD stands for "Dual Signature Message Digest".
► **True**
► False

Question No: 17 (Marks: 1) - Please choose one
In SSL, the credit card/debit card information remains with the merchant. It is considered as a(n)_____.
► Advantage of SSL
► **Disadvantage of SSL**
► Benefit of SSL
► Secure factor of SSL.
A drawback of SSL is that the merchant can store credit/debit card information after decryption that can be accessed by unauthorized parties from the merchant's database. Page#121

Question No: 18 (Marks: 1) - Please choose one
Dividing market, with respect to people having income level greater than Rs 30000, is geographic segmentation.
► True.
► **False.**

Question No: 19 (Marks: 1) - Please choose one
Data cleaning means_____.
► Adding missing values
► Correction of erroneous values
► **Both of above Page#141**
► None of above
Data cleaning means that missing values should be provided in different fields/columns wherever needed and any impossible or erroneous values should be substituted by correct/reasonable ones.

Question No: 20 (Marks: 1) - Please choose one
Established ----------- can build trust for online business more quickly as compared to a new company/business without reputation
► **Brand**
► Language
► Culture

► Infrastructure

Companies with established brands can build trust for online business more quickly as compared to a new company/business without reputation, since a brand conveys expectations about how the online business would behave. Page#161

Question No: 21 (Marks: 1) - Please choose one
Choose the right one that which organization based in Switzerland is one such arbitration service provider nominated under the UDRP.
► WITO
► **WIPO**
► MIPO
►MITO

World Intellectual Property Organization (WIPO) based in Switzerland is one such arbitration service provider nominated under the UDRP. Page#182
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Question No: 22 (Marks: 1) - Please choose one
Civil law deals with the private rights of the parties, whereas the object of criminal law is to punish the wrong-doer. Is it?
► **True Page#176**
► False

Question No: 23 (Marks: 1) - Please choose one
Criminal wrongs such as breach of contract are deemed to violate only the rights of individuals and not the society in general
► True
► **False Page#175**

Question No: 24 (Marks: 1) - Please choose one
#00ff00 in HTML indicates
► **Pure green color**
► Pure blue color
► Pure red color
► Pure yellow color
#00FF00 refers to pure green color. Page#23

Question No: 25 (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)

Both merchants and buyers are required to register with First Virtual (FV). Page#110

Question No: 26 (Marks: 1) - Please choose one
The process of key search attack is driving private key from _____.
► **Public key Page#108**
► Symmetric key
► Asymmetric key
► Private key

Question No: 27 (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: 28 (Marks: 1) - Please choose one
The number of stages in e-cash payment system is/are _____.
► one
► **two Page#118**
► three
► four
Minting stage and deposit stage

Question No: 29 (Marks: 1) - Please choose one
What is/are the advantages of EDI?
► No paper work
► No human intervention
► Exchange of information takes place in seconds
► **All of Above Page#147**
Key features of EDI include:
No paper work
No human intervention
Exchange of information takes place in seconds

Question No: 30 (Marks: 1) - Please choose one
The term "Appropriate Authority" includes _____ legislative assemblies
► 2
► 3
► **5 Page#165**
► 4
Appropriate authority' includes the five legislative assemblies (national assembly

and four provincial assemblies)

Paper#4

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FINALTERM EXAMINATION
Spring 2010 Final Term IT430

Question No: 1 (Marks: 1) - Please choose one
In case of transaction failure or crash, one can retrieve his or her lost coins by sending all blinded signed coins from last …………………withdrawals to the E-bank.
► 10
► 12
► 18
► **16 Page#119**

In case network fails or computer crashes during payment transaction, coins might be lost. All signed blinded coins from last 16 withdrawals are sent by the bank to the client

Ref: Page # 119

Question No: 2 (Marks: 1) - Please choose one
www.amzon.com as you all familiar with it.
Which of the following loyalty stages its customers are:
(**Who don't know about it**): Detail about amzon.com)
"Amazon was one of the first major companies to sell goods by Internet, and
was an iconic "stock in which to invest" of the late 1990s dot-com bubble. Jeff Bezos
founded Amazon.com, Inc. in 1994, and launched it online in 1995. Amazon.com
started as an on-line bookstore, but soon diversified to product lines of VHS, DVD,
music CDs, MP3 format, computer software, , etc. Amazon has established separate
websites in Canada, the United Kingdom, Germany, France, China, and Japan. It also
provides global shipping to certain countries for some of its products. "
► **Awareness**
► Exploration
► Familiarity
► Commitment
Awareness
This is the first stage where customers recognize the name of the company or any of its products. However, they have never interacted with the company before. A company/business can achieve this level by properly advertising its brand. Page#136

Question No: 3 (Marks: 1) - Please choose one
Customer Loyalty model is also called
► **Customer Life Cycle**

► Customer Segmentation
► Customer Awareness
► All of the options

Question No: 4 (Marks: 1) - Please choose one
Which of the following is True for Class B:
► Network 01 byte and 03 hosts
► **Network 02 bytes and 02 hosts**
► Network 03 bytes and 01 host
► None of these
In class B, the first two bytes indicate the network address and the last two bytes indicate the host machines Page#10

Question No: 5 (Marks: 1) - Please choose one
RIP(Routing Information protocol) is used by---------- , to build a ----------- table
► bridges , hash
► routers, matrix
► **routers , routing** Page#16
► All of these
A router can communicate with another router on the internet with the help of Routing Information Protocol, and thus it can build a routing table.

Question No: 6 (Marks: 1) - Please choose one
Switch is used on the layer
► First Layer
► **Second Layer**
► Third Layer
► None of these

Question No: 7 (Marks: 1) - Please choose one
Router is used on the layer
► First Layer
► Second Layer
► **Third Layer**
► None of these

Question No: 8 (Marks: 1) - Please choose one
In HTML If you leave out the setting for scrolling what will happen?
► No scrollbar will appear even if needed.
► A scrollbar will always be present.
► **A scrollbar will appear if needed.**
► All options.

Question No: 9 (Marks: 1) - Please choose one
Which one of the following attacks does not include in the attacks on Symmetric key
► Key search attack
► Cryptanalysis
► System based attacks
► **Organization attacks**
Following attacks have been reported on symmetric key algorithms:
Key Search Attacks
Cryptanalysis
System-based Attacks Page#108

Question No: 10 (Marks: 1) - Please choose one
What is a E-Cash wallet?
► Hardware
► Agent
► **Software Page # 116**
► All of the above

Question No: 11 (Marks: 1) - Please choose one
It is the ability to sell the goods or provide the service at a price that is lower than that of competitors, and thus attract more customers. What is called?
► **Cost leadership Page#157**
► Price leadership
► Focus
► Differentiation

Question No: 12 (Marks: 1) - Please choose one
Meta tag contains:
► User information
► seller information
► **web page key information**
► bank information

Question No: 13 (Marks: 1) - Please choose one
In many countries, stealing and misusing of Meta information for getting competitive advantage is considered as an offence known as
► Tort of Private Nuisance
► Tort of Tress passing
► **Tort of passing off Page#138**
► Defamation
In many countries, stealing and misusing Meta information in this manner to gain business/competitive advantage is considered as an offence known as the tort of

passing-off.

Question No: 14 (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** **Page#158**
► Competition between existing players
Porter identified five forces of competitive rivalry described as under:
  ➢ **Threat of potential/new entrants to the sector**
  ➢ **Threat of substitute product or service in the existing trade**
  ➢ **Bargaining power of the buyers**
  ➢ **Bargaining power of the suppliers**
  ➢ **Competition between existing players**
http://www.vuaskari.com

Question No: 15 (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** **Page#181**
► Copyright

Question No: 16 (Marks: 1) - Please choose one
GM Celebes manufacturing electronic goods and FryChips co selling French fries. Under the traditional trade mark law both these companies can have the same trade mark/trade name such as 'frys'.
The problem arises when both apply for the registration of a domain name containing the word 'frys'. Here, both are legitimate claimants of this domain name but due to the element of uniqueness of domain names only one of them can be assigned the desired domain name.
Which legal issue arises in this situation?
► Domain name conflict
► Cyber squatting
► **Concurrent use** **Page#181**
► None
Concurrent use
This problem arises when two organizations have apparently legitimate claim to use the same domain name but cannot do so due to the uniqueness of domain names.

Question No: 17 (Marks: 1) - Please choose one
ANSI stands for ....
► **American National Standards Institute**

► All Network Standards Institute
► American New standards Institute
► Australia National standards Institute

Question No: 18 (Marks: 1) - Please choose one
Which of the following company develop ERP soft wares?
► SAP
► Oracle
► **JD Edward**
► All of these
ERP Software Companies - Sap, Oracle, Infor And Microsoft
&
http://en.wikipedia.org/wiki/JD_Edwards
http://www.vuaskari.com

Question No: 19 (Marks: 1) - Please choose one
Company collecting information assumes that the customer does not object to a specific
use of information unless the customer specifically denies the permission. Thus, the
company may use the collected information for its own purpose, as well as, sell or rent it
out to other firms or persons. Which of the following Approach it is using?
► Opt-inout
► **Opt-out Page # 183**
► Swap-out
► Opt-in
**Opt-out approach, the company collecting information assumes that the customer
does not object to a specific use of information unless the customer specifically
denies the permission. Thus, the company may use the collected information for its
own purpose, as well as, sell or rent it out to other firms or persons.**

Question No: 20 (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: 21 (Marks: 1) - Please choose one
A paper signature is believed to be more reliable than a digital signature.
► True
► **False**
**Digital or electronic signature is believed to be more reliable as compared to paper
signatures because it is not ordinarily possible to copy or forge an electronic/digital**

signature Page#106

Question No: 22 (Marks: 1) - Please choose one
Job searchers can search for jobs and employers can hire effectively using

_____.
► **Online recruiting web site Page#128**
► Online banking web sites.
► Online trading and lending web sites.
► Online news services web sites.

Question No: 23 (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 Page#144**
► Clustering

It is discovering interesting concepts in concise and succinct terms at generalized levels for examining the general behavior of the data. For example, in a database of graduate students of a university the students of different nationalities can be enrolled in different departments such as music history, physics etc. We can apply characterization technique to find a generalized concept/answer in response to the question that how many students of a particular country are studying science or arts

Question No: 24 (Marks: 1) - Please choose one
For example, white color denotes purity in Europe and America but is associated with death and mourning in china and some Asian countries. Similarly, a web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death .Which of the following barrier involve in above example
► **Culture**
► Language
► Trust
► Infrastructure Issues

For example, white color denotes purity in Europe and America but is associated with death and mourning in china and some Asian countries. Similarly, a web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture. Page#162

http://www.vuaskari.com
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** Page#163
► Accredited Certification Service Provider'
► Originator
► Addressee

Question No: 26 (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: 27 (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)
► Rinjdael
► **Non of above** Page # 110
Virtual PIN system does not involve the use of encryption. Payment is made through the credit card in this system.

Question No: 28 (Marks: 1) - Please choose one
Which one is not the life cycle stage of the customer relation?
► Awareness
► Exploration
► Familiarity
► **Cancelation**
Awareness, Exploration, Familiarity, Commitment, Separation Page # 136

Question No: 29 (Marks: 1) - Please choose one
Popular EDI documents formatting standards _____
►X12
►EDIFACT
►**X12 and EDIFACT**
► None
EDI documents are formatted using published standards. Two popular EDI standards are – ANSI (American National Standards Institute) X 12 standards and EDIFACT (United Nations Standard of Electronic Data Interchange for Administration, Commerce and Transport). Page#147

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

LDA stands for _____
►<mark>Lahore Development Authority</mark> Page#165
►Lahore Development Act

Paper#5

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce

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

At deposit stage, the serial number is ……………..by E-Cash bank
   ► Known
   ► Unknown
   ► Kept Secret
   ► Informed
<mark>Deposit Stage:</mark>
<mark>Bank knows the serial no. (it had earlier signed blindly at the minting stage) but has no clue about the specific client who has sent them for payment purposes. Page#118</mark>

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

How many kinds of Web Portals are?
   ► 3
   ► 2
   ► 5
   ► 6
<mark>Portals are the web sites which provide chance to the visitors to find almost everything in one place.</mark> <mark>Horizontal portals</mark> <mark>provide information about a very broad range of topics. Search engine is the example of a horizontal portal.</mark> <mark>Vertical portals</mark> <mark>provide information pertaining to a single area of interest. Community Portals such as those related to medical or legal profession are the examples of a vertical portal. Online shopping is a popular addition to the some portals such as 'yahoo.com'. Portals allow users to browse independently owned storefronts unlike online shopping malls.</mark>

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

Let us, suppose that you have hosted your e-commerce website,
 When you provide "**opt-in e-mail**" option to your customers on your website and

customer opt for it , what does it mean to receive ?

> ► Information about product through advertisement
> ► **Information about product through e-mail** **Page#133**
> ► Information about services available on it
> ► Information about News through e-mail

You can also provide the "opt-in e-mail" option to your customers on your web site. If they opt for it, this means that they want to receive through email any product information, offers or promotions etc. in the future.

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

Track the customers online and do personalization is only possible through which of the following file(s) analysis.
> ► log files
> ► **cookie**
> ► data mining
> ► log files and cookies.

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

When customer life cycle is used to create different groups of customers, it is called?
> ► Targeting Customers
> ► Dynamic groups
> ► **Customer Life Cycle Segmentation**
> ► Group Development

These five stages are also called customer life cycle. Using them to create groups of customers is called customer life-cycle segmentation. Page#137

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

Network addresses 128--- 191 range belongs to which of the following class networks?
> ► A
> ► **B** **Page#10**
> ► C
> ► E

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

Which one of following illustrates relationship between "<! -->" and //   ?
- ► Closely related
- ► Hide the code
- ► **Different**
- ► Hide the tags

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

Which of the following property falls in HTTP?
- ► **Stateless**
- ► Stateful
- ► Temporary
- ► All of these

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

FSTC stands for:
- ►**Financial Services Technology Consortium** Page#113
- ►Financial Secrets Technology Consortium
- ►Final Security threats control
- ►First Service Technology Consortium

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

Supply chain can be broken into three parts, that is -----------------, ---------------------- and -------------------- activities.
- ► Internal, external support
- ► **Upstream, internal, downstream**
- ► Primary, Secondary ,R&D
- ► None of them

Supply chain can be broken into three parts, that is, upstream activities, internal activities and downstream activities.Page#155

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

The process of taking active role in working with suppliers to improve products and processes is called?

- ► Value chain management
- ► **Supply chain management**
- ► Supply chain management software

► Porter Model

The process of taking active role in working with suppliers to improve products and processes is called supply chain management. Page#155

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

What is Ultimate consumer orientation?

    ► **Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain.**
    ► Secondary Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain.
    ► Supply chain is to help each company to meet needs of the supplier, seller and buyer at the end of supply chain.
    ► None of them

Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain. This approach is called ultimate consumer orientation. Page#156

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

    Many search engines rank the site by using a program called
        ►**Spider**
        ► Scorpion
        ► Moon
        ► Cobweb

Many search engines rank the site by using a program called 'spider' which inspects the site before ranking. Page#138

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

E-commerce is a combination of three different areas of study, namely, --------, ---------------- And ----------------

    ► Internal, external support, Support
    ► **Technology, business and law/policy**
    ► Primary, Secondary, R&D
    ► Sale, purchase, feed back

E-commerce is a combination of three different areas of study, namely, technology, business and law/policy. Page#161

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

In which type of data mining, Apriori algorithms is used?
► Classification
► **Association**
► Characterization
► Clustering

Apriori algorithm is used for association mining. Page#143

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

EDI has the key feature(s)
► No paper work
► No human intervention
► Exchange of information takes place in seconds
► **All of these Page#147**

Key features of EDI include:
No paper work
No human intervention
Exchange of information takes place in seconds

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

Addresses are tied to the device itself and give no clue to it's location on a global scale.
This is the characteristics of
► IP
► RIP
► **MAC**
► None of the given

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

When two or more intranets are connected to each other they form a/an ------------- .
► Intranet
► Internet
► **Extranet Page#98**
► VPN

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

Which attribute can be used to make a region non-clickable?
► none of the given
► target
► alt
► **nohref**

'Alt' attribute is used to label the clickable region. 'Target' attribute can be used to display result in a given frame. 'Nohref' attribute can be used to make a region non-clickable. Page#37

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 Page#110**
► Electronic check
► All of the above

Note that in case of a credit card the issuer bank charges interest from the client at a specified rate on the amount lent. On the other hand, in case of a debit card no such interest is payable since the customer uses his/her own money in that case.

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

Cyber wallet can automatically assemble the correct payment and pay it too.
► **True**
► False

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

SET doesn't require special software on the client or merchant side.
► True
► **False**

SSL is a general purpose protocol built into the browser, whereas SET requires software on, both, he client and the merchant side. Page#125

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

Which model allows the users to log-on on a website and assume the role of bidder or seller?

► Online Banking.
► Storefront Model.
► E-Learning.
► **Auction Model.**

In this model there are auction sites to which the users can log-on and assume the role of a bidder or seller. Page#128

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

According to Michael Porter, "fabricating" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.

► Market and sell
► Deliver' activities relate to storage
► Purchase materials and supplies
► **Manufacture product or create service**

'Manufacture product or create service' activities relate to transformation of materials and labor into finished products, e.g., fabricating, assembling, packaging etc Page#152

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

Civil law deals with the private rights of the parties, whereas the object of criminal law is to punish the wrong-doer. Is it?

► **True** Page#176
► False

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

In the physical world three elements must be satisfied in order to make a valid contract, namely, offer, ---------------- and ---------

► **Acceptance and consideration** Page#178
► Acceptance and Rejection
► Approval and consideration
► None

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

In online environment acceptances may be issued by an imposter/cheater that has authority to bind the online business

► True
► **False**

In online environment acceptances may be issued by an imposter/cheater that does not have authority to bind the online business. To overcome this problem companies and individuals can use digital signatures to establish identity in online transactions.Page#178

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

#00ff00 in HTML indicates

► **Pure green color**
► Pure blue color
► Pure red color
► Pure yellow color

Question No: 29   (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)

**Both merchants and buyers are required to register with First Virtual (FV).
Page#110**

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

Classification and Association belong to which of the following types of Data Mining?
► Selective
► **Predictive**
► Descriptive
► Additive

**Classification and association are predictive types of data mining while
characterization and clustering represent the descriptive type.** Page#141

Paper#6

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce

Question No: 1   (Marks: 1)   - Please choose one
In case of transaction failure or crash, one can retrieve his or her lost coins by sending all
blinded signed coins from last ………………withdrawals to the E-bank.

► 10
► 12
► 18
► 16

==In case network fails or computer crashes during payment transaction, coins might be lost. All signed blinded coins from last 16 withdrawals are sent by the bank to the client. Page#119==

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

In Virtual Payment system, four kinds of information are provided to e-bank. Identify which one is NOT included:

► Buyer Accounts identifier
► Buyer password
► Address of Merchant
► Actual amount of money in favor of merchant

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

Which 5th P introduced by E-business in Marketing Mix?

► Proper coverage
► Personalized Services
► Proper access
► Personal style

==Product, place, price and promotion are generally recognized as the 4 P's of marketing in relation to traditional offline businesses. However, personalization is the 5th 'P' added to the other 4 P's when we talk about an e-business. Page#126==

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

Creation of separate experiences for customers based on their behavior is called

► Demographic segmentation
► Behavioral segmentation
► Geo-Graphic Segmentation
► None of the above

==Creation of separate experiences for customers based on their behavior is called behavioral segmentation Page#132==

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

Call handling, sales tracking and Transaction support (technology / personnel) activities are included in which management system

► Customer Relationship Management system
► Public relation management system

► Inventory management system
► Data Base Management system

CRM includes call handling, sales tracking and Transaction support (technology/personnel etc.). Page#136

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

Network addresses 128--- 191 range belongs to which of the following class networks?

► A
► **B Page#10**
► C
► E

128-191 is the range of class B networks

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

What is the correct HTML for making a text input field?

► <textinput type="text">
► **<input type="text">**
► <input type="textfield">
► <textfield>

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

What is the correct HTML for making a hyperlink?

► **W3Schools Page#23**
► W3Schools.com
► W3Schools.com
► <a>http://www.w3schools.com

Welcome to <A HREF=http://www.vu.edu>Virtual University</A>

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

DOS is a type of attack and it stands for:
► **Denial of Services Page#95**
► Digital Operation Services
► Dynamic Object Solution
► All of these

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

An electronic check contains a(n)………………… to the payer's bank to make a

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
www.vuaskari.com

specified payment to the payee

► Serial#
► Private key
► **Instruction** Page#113
► All of the above

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

What is a E-Cash wallet ?

► Hardware
► Agent
► **Software**
► All of the above

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

Internal activities relate to?

► Materials/services or the input from suppliers

► **Manufacturing and packaging of goods Page#155**

► Distribution and sale of goods to distributors/customers

► Input from suppliers and Manufacturing

Supply chain can be broken into three parts, that is, upstream activities, internal activities and downstream activities.

➢ **Upstream activities relate to materials/services or the input from suppliers**
➢ **Internal activities relate to manufacturing and packaging of goods**
➢ **Downstream activities relate to distribution and sale of goods to distributors/customers**

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

Customer data can be gathered and analyzing it customers can be served in a better Manner according to their needs, Which is best option?

► **Customization**

► Customer orientation

► Customer satisfaction

► Focus

Customization
With the help of EC, customer data can be gathered and analyzing it customers can be served in a better manner according to their needs. One can, thus, implement differentiation and focus strategy. Page#157

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

Popular software packages for personal finance is(are):
► Quicken
► MS Money
► Money 2003
► **All of these**
Popular software packages for personal finance are Quicken, MS Money and Money 2003 etc. Page#152

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

An array can contain ----------.
► only text
► only numbers
► only numbers or text
► **any valid variable**
http://java.sun.com/docs/books/jls/second_edition/html/arrays.doc.html

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

You define a method using
► obj.method
► obj.method[]
► **obj.method()**
► obj-method

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

Which of them is NOT an attribute of border?
► border-width
► border-style
► **border-pattern** page 49&50
► border-bottom-color

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

If a key is 4 bits in length, how many unique key values are possible?
► 4
► 8
► **16 Page#107**
► 32

Number of keys = 2^ (number of bits)   2^4 = 16

Question No: 19   (Marks: 1)   - Please choose one
 PKI stands for _____.
   ► Public Key Instrument
   ► Public Key Information
   ► Public Key Instruction
   ► **Public Key Infrastructure** Page#1

Question No: 20   (Marks: 1)   - Please choose one
 Which of the following payment system does not involve the use of encryption?
   ► Electronic check
   ► Electronic cash
   ► **Virtual PIN**
   ► None of above
Virtual PIN system does not involve the use of encryption. Payment is made through the credit card in this system. Page#110

Question No: 21   (Marks: 1)   - Please choose one
 ACH is a centralized system used by electronically inter-connected banks for clearing payment requests.
   ► **True**
   ► False
ACH is a centralized system to which different banks are electronically connected forming a network for clearing payment requests. Page#110

Question No: 22   (Marks: 1)   - Please choose one
 Cyber wallet can automatically assemble the correct payment and pay it too.
   ► **True Page#118**
   ► False

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

In E-Cash Payment system, merchant deposits the coins in the bank to check the
_____ of coins.

   ► Number
   ► **Validity**
   ► Private key
   ► Sender
Merchant deposits the coins to e-cash bank for checking validity (step 5). Page#120

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

SET transactions are slower than SSL.
► **True Page#125**
► False

Question No: 25   (Marks: 1)   - Please choose one
Which of the following is an advantage of electronic catalogue?
► Large fix cost if used for small no. of products.
► **Ability of updating product information Page#127**
► Need for customer skill of computers and browsers.
► Difficult to develop catalogue

Online or electronic catalogs Advantages
➢ **Easy to update product information**
➢ **Able to integrate with the purchasing process**
➢ **Good search and comparison capabilities**
➢ **Able to provide timely, up-to-date product information**
➢ **Can provide broad range of product information**
➢ **Possibility of adding voice and motion pictures**
➢ **Cost savings**
➢ **Easy to customize**

Question No: 26   (Marks: 1)   - Please choose one
Suppose you are running a business. You want to target customers of age less than 30 years. Which type of segmentation would you use?
► **Demographic Segmentation (done on the basis of demographic variables such as age, gender etc) Page#131**
► Geographic Segmentation
► Psychographic segmentation
► Behavioral segmentation

Question No: 27   (Marks: 1)   - Please choose one
Data cleaning means _____.
► Adding missing values
► Correction of erroneous values
► **Both of above**
► None of above

Data cleaning means that missing values should be provided in different fields/columns wherever needed and any impossible or erroneous values should be substituted by correct/reasonable ones. Page#141

Question No: 28   (Marks: 1)   - Please choose one
Online banking is a substitute of tradition banking. Is it?
► **True**

► False

Online banking which substituted traditional banking in physical world Page#159

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

IT/EC can reduce the overall ------------- and afford to keep the price of the product relatively low
► **Production cost Page#159**
► Marketing cost
► Distribution cost
► None

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

Which organization is used to supervise the task of registration of domain names worldwide?
► ICCAN
► **ICAAN**
► IICAN
► None of the given

International Corporation for Assigned Names and Numbers (ICAAN), which supervises the task of registration of domain, names worldwide Page#182

Paper#7

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce (Session - 1)
Question No: 1   (Marks: 1)   - Please choose one

Key version represents public key by
► Buyer
► Seller
► **E-Bank**
► Certification Authority

Question No: 2   (Marks: 1)   - Please choose one
SSL stands for
► **Secure Socket Layer**
► Security Service Layer
► Sub Secured Length
► None of these

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

How many kinds of Web Portals are?
► 3
► **2 (Horizontal portals, Vertical portals) Page#129**
► 5
► 6

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

Brick and Mortar refers to
► **Offline business Page#129**
► Online business
► Transport
► Building

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

Digital Content Revenue Model Includes
► Legal information services
► Online journals
► Online Libraries
► **All of the above**

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

Which of following marketing campaigns are cheap an effective way to target potential customers?
► Sale forces
► **E-mail Page#133**
► Media promotion
► Marketing software

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

What does Telemarketing means?
► Marketing through charting
► **Marketing through telephone**
► Marketing through email
► Marketing through web casting
Telemarketing (live interaction through telephone) Page#133

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

Which of following services build a strong customer loyalty towards company and its products?

► **Customer services**
► Public relations(PR)

► Bulletin board
► Exhibitions.

Good customer services can help in building a sense of loyalty towards company and its products or services. Page#136

Question No: 9   (Marks: 1)   - Please choose one
Track the customers online and do personalization is only possible through which of the following file(s) analysis.
► log files
► **cookies**
► data mining
► log files and cookies.

Cookies allow e-commerce sites to record visitor behavior. They can be used to track customers online and do personalization. Page#136

Question No: 10   (Marks: 1)   - Please choose one
Which of the following is true for Class A?
► **Network 01 byte and 03 hosts Page#10**
► Network 02 bytes and 02 hosts
► Network 03 bytes and 01 host
► None of these

Question No: 11   (Marks: 1)   - Please choose one
What is the correct HTML for making a text input field?
► <textinput type="text">
► **<input type="text">**
► <input type="textfield">
► <textfield>

Question No: 12   (Marks: 1)   - Please choose one
IIS stands for:
► International Information Service
► **Internet Information Server Page#85**
► Internet Information standards
► All of these

Question No: 13   (Marks: 1)   - Please choose one
The payer and the payee are issued digital certificates in ………… standard format by their respective banks.
► **X. 509 Page#113**
► F. 609
► L.8999
► N.586

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

What is a E-Cash wallet?
► Hardware
► Agent
►**Software** also known as Cyber wallet Page#116
► All of the above

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

An E-cash coin consists of element (s) like:
► Serial # provided by client
► Key version
► Serial# signed by E-cash bank
► **All of the above**

A coin consists of three elements or parts - serial #, key version and serial no. signed by the secret or private key of a certain denomination of the e-cash bank. Page#116

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

What is Ultimate consumer orientation?
► **Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain.**
► Secondary Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain.
► Supply chain is to help each company to meet needs of the supplier, seller and buyer at the end of supply chain.
► None of them

Primary objective of supply chain is to help each company to meet needs of the consumer at the end of supply chain. This approach is called ultimate consumer orientation. Page#156

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

Customer data can be gathered and analyzing it customers can be served in a better Manner according to their needs, which is best option?
► **Customization**
► Customer orientation
► Customer satisfaction
► Focus

Customization
With the help of EC, customer data can be gathered and analyzing it customers can be served in a better manner according to their needs. Page#157

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

A company ABC   web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture.
Which is the international barrier it is having?

► **Culture Page#162**
► Language
► Lack of trust
► Infrastructure

Question No: 19   (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
A patent is an exclusive right granted by law to make, use and sell an invention. Page#181

Question No: 20   (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
A defamatory statement is a false statement that injures the reputation of on another person or company. 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 Page#182

Question No: 21   (Marks: 1)   - Please choose one
How can you reference part of a string?
► **text.substr(5,6);**
► text.part(5,6)
► text.piece(5,6)
► text.split(5,6);
http://php.net/manual/en/function.substr.php

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

This is an example of
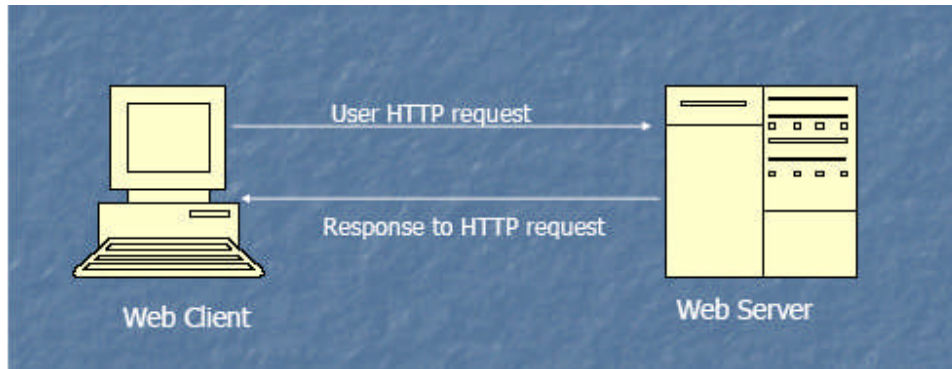
► 0-tier architecture
► 1-tier architecture
► **2-tier architecture Page#90**
► n-tier architecture

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

Following are the names of some well known e-commerce software, EXCEPT -----------.
► Intershop
► IBM's WebSphere Commerce Professional Edition
► Microsoft Commerce Server 2002
► **Microsoft SQL Server 2005**

Following are the names of some well-known e-commerce software:
Intershop Enfinity
IBM's WebSphere Commerce Professional Edition
Microsoft Commerce Server 2002 Page#93

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

In Style Sheets, How do you change the font of an element?
► font-face:
► font:
► **font-family:**
► font-style:

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

A paper signature is believed to be more reliable than a digital signature.
► True
► **False**

Note that a digital or electronic signature is believed to be more reliable as compared to paper signatures Page#106

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

The serial # generated by the cyber wallet gets multiplied by blinding factor 'r' which is known only to the _____.

► **Client**
► Bank
► Merchant
► None of above

A long serial no. is randomly generated by the client's Cyber wallet in order to mint a coin. This serial no. is blinded, which means that it is multiplied with a blinding factor "r" and sent to the e-cash bank for signatures. Page#116

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

SET doesn't require special software on the client or merchant side.

► True
► **False**

Merchants must have special SET software to process transactions. Customers must have digital wallet software that stores certificates and card information. Page#112

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

The result of OLAP is displayed in the form of a _____.
► Data square
► Data Triangle
► **Data cube**
► Data circle

The result of OLAP is displayed in the form of a data cube.Page#145

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

Classification and Association belong to which of the following types of Data Mining?
► Selective
► **Predictive**
► Descriptive
► Additive

Classification and association are predictive types of data mining while characterization and clustering represent the descriptive type. Page#141

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

Which one of the following algorithms does not include in public key algorithms?
► DSS
► RSA
► Elliptic Curves
► **RC4**

Following is the list some popular public key algorithms: Page#108
DSS – Digital Signature Standard based on DSA (Digital Standard Algorithm) –
key length is between 512-1024 bits
RSA
Elliptic Curves

Paper#08

FINALTERM EXAMINATION
Spring 2010
IT430- E-Commerce

Time: 90 min
Marks: 60

Question No: 1   (Marks: 1) - Please choose one
Click and Mortar refers to

► Offline business
► Online business PAGE # 129
► Engineering
► Building

Brick-and-Mortar vs. Click-and-Mortar businesses
These two terms refer to the offline and the online businesses, respectively.

Question No: 2   (Marks: 1) - Please choose one
Which of the following option best represent "Data mining can improve response rate
tremendously"?

► Direct mailing
► Personalization technology PAGE # 133
► E-business
► Opt-in e-mail

Question No: 3   (Marks: 1) - Please choose one
Which of following services build a strong customer loyalty towards company and its
products?

► Customer services Page#136
► Public relations(PR)
► Bulletin board
► Exhibitions.

Good customer services can help in building a sense of loyalty towards company and
its products or services.

Question No: 4   (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 Page#136**
- ► Data mining files.

Log files consist of data generated by site visits and include information about each visitor's location, IP address, time of visit, frequency of visits etc.

Question No: 5   (Marks: 1) - Please choose one
Track the customers online and do personalization is only possible through which of the following file(s) analysis.
- ► log files
- ► **Cookie Page#136**
- ► data mining
- ► log files and cookies.

You know that cookies allow e-commerce sites to record visitor behavior. They can be used to track customers online and do personalization. Many customers do not know that their information is being collected and used by the e-business site.

Question No: 6   (Marks: 1) - Please choose one
Switch generally contains more "intelligence" than a hub.

- ► **True**
- ► False

Switches operate at the Data Link or second layer. Switches are "intelligent" hubs.
http://www.vuaskari.com/thread-6481.html

Question No: 7   (Marks: 1) - Please choose one
What is the correct JavaScript syntax to write "Hello World"?

- ► response.write("Hello World")
- ► **document.write("Hello World") Page#57**
- ► ("Hello World")
- ► "Hello world"

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

What shall come in blanks for proper result?
Here blanks are numbered with 1, 2 and 3

```
<html><head><SCRIPT language="JavaScript">
 Var num1,  var num2
```

Note: Solve these papers by yourself
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Document.container .result.value=parseFloat(num1)-parseFloat(num2)
</script></head><body>
<FORM name="---------1-----------">
<input type="----------2-------" name="-------3---------" maxlength="5">
</form></body></html>

► **container, text and result Page#60**
► result, value and container
► container , button and value
► result, container and text

Question No: 9   (Marks: 1) - Please choose one
In XML, in which of following element tag, other element are enclosed

► Child element
► **Root element Page#76**
► <?xml version="1.0"?>
► <XML>
We enclose other elements within the root element tags.

Question No: 10   (Marks: 1) - Please choose one
In given XML code, which of following element represents the highlighted node?
<?xml version="1.0"?> <note> <to>Mr.Riaz</to>
<from>Aamer</from>
<heading>Reminder</heading>
<body>Don't forget me this weekend!</body> </note>

► Property
► Root
► Child
► **Nothing Page#76**

Question No: 11   (Marks: 1) - Please choose one
An electronic Check book consists of

► Software
► Hardware
► **Software and Hardware Page#113**
► None of these
An electronic check book device is a combination of secure hardware such as a smart card and appropriate software.

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

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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
There are three participants in it, namely, buyer, merchant and bank. Page#26

Question No: 13   (Marks: 1) - Please choose one
Which of the following Barriers to International E-Commerce?

► Advertising
► Patents
► **Infrastructure Page#163**
► Capital
Barriers to international ecommerce include lack of trust, lack of infrastructure, language and culture.

Question No: 14   (Marks: 1) - Please choose one
In which type of approach, we further dig the data for retrieving information from data warehouse?
► Slice
► Dice
► **Drill down Page#146**
► Roll up
Using drill-down we can further dig the data to receive some specific information. For example using that I can find the sale of furniture in a specific month of the first quarter, say, February. Roll-up is the reverse of drill-down.

Question No: 15   (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 Page#141**
► Data Integration
► Data Transformation
Where there are quite a few erroneous or missing values in a row, then that row can be discarded/deleted altogether. This process is called data selection.

Question No: 16   (Marks: 1) - Please choose one
Support activities in Value Chain model includes

► Finance and Administration

► Human Resources
► Technology Development
► **All of these Page#152**

Question No: 17   (Marks: 1) - Please choose one
You define a method using

► obj.method
► obj.method[]
► **obj.method()**
► obj-method

Question No: 18   (Marks: 1) - Please choose one
Which currency is used in e-cash Payment system?

► Dollar
► **Coin**
► Penny
► Cent

Question No: 19   (Marks: 1) - Please choose one
Which of the following is a function of Cyberwallet?

► Store coins
► Manage Coins
► Record transactions
► **All of above Page#116**
Cyber wallet stores and manages coins and records every transaction.

Question No: 20   (Marks: 1) - Please choose one
Which of these is a rule about bondage or affinity of two items such that if one item is
purchased, the other is purchased too?

► Classification
► **Association Page#143**
► Characterization
► Clustering

Question No: 21   (Marks: 1) - Please choose one
Electronic banking is also known as _____.

► Cyber banking
► Virtual banking

Note: Solve these papers by yourself
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► Online banking
► All of above Page#150
Electronic Banking:
Electronic banking, also known as **cyber banking, virtual banking, home banking and online banking**, includes various banking activities conducted from home, business, or on the road, instead of at a physical bank location.

Question No: 22   (Marks: 1) - Please choose one
A patent is an exclusive right granted by law to make, use and sell an invention. In order to be patentable, the invention must be unique, genuine, and useful

► Unique
► Genuine
► Useful
► All of the given Page#181
Patent infringement:
A patent is an exclusive right granted by law to make, use and sell an invention. In order to be patentable, the invention must be **unique, genuine, and useful** according to the prevalent technological standards.

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

► Personal Information Protection and Electronic Defamation Act
► Personal Information Privacy and Electronic Documents Act Page#183
► Personal Information Privacy and Electronic Defamation Act
► Personal Information Privacy and Electronic Defamation Act
Personal Information Protection and Electronic Documents Act, 2000 (PIPEDA) is the federal law in Canada in this regard.

Question No: 24   (Marks: 1) - Please choose one
------------ Wrongs such as breach of contract are deemed to violate only the rights of individuals and not the society in general.

► Criminal
► Civil Page#176
► Plentiful
► None
Civil wrongs such as breach of contract are deemed to violate only the rights of individuals and not the society in general.

Question No: 25   (Marks: 1) - Please choose one
In the physical world three elements must be satisfied in order to make a valid contract,

namely, offer, ---------------- and ----------

► **Acceptance and consideration Page#178**
► Acceptance and Rejection
► Approval and consideration
► None

Online contracts:

In the physical world three elements must be satisfied in order to **make a valid contract, namely, offer, acceptance and consideration**. The same three elements must also be present in case of a valid online contract.

Question No: 26   (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.**

An input of type RESET tells the browser to create a button that the user can press to clear all form fields (set to the default values). You can specify the text to appear in the button with the VALUE attribute.
http://www.cs.rpi.edu/%7Ehollingd/eiw/notes/forms/forms.html

Question No: 27   (Marks: 1) - Please choose one
E-cash coin consists of three parts or elements that are _____.

► serial #, key version and r(binding factor)
► **serial #, key version and serial no(SK) Page#116**
► serial #, serial no(SK) and r(binding factor)
► none of above

Coin = Serial#, key version, {Serial #} SK bank's $1 key

Question No: 28   (Marks: 1) - Please choose one
A ------------- is a program that scans web sites and forms a list of relevant sites based on keywords.

► An Application
► **Search Engine Page#137**
► Operating System
► Device Drivers

A **search engine** is a program that scans web sites and forms a list of relevant sites based on keywords

Question No: 29   (Marks: 1) - Please choose one
What is/are the advantages of EDI?

► No paper work
► No human intervention
► Exchange of information takes place in seconds
► **All of Above Page#147**

EDI include:
•   No paper work
•   No human intervention
•   Exchange of information takes place in seconds

Question No: 30   (Marks: 1) - Please choose one
The term "Appropriate Authority" includes _____ legislative assemblies

► 2
► 3
► **5 Page#165**
► 4

Generally speaking the term 'Appropriate authority' includes the five legislative assemblies

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

Cipher suite is a combination of
► Cryptographic Algorithm
► Authentication methods
► Security layers
► **Cryptographic Algorithm And Authentication methods Page#121**
SSL supports a variety of encryption algorithm and authentication methods. The combination of algorithms and methods is called a cipher suite.

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

JIT Stands for
► **Just In Time**
► Joint investigation Technique
► Join in Training
► Just In Total

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

Click and Mortar refers to
► Offline business
► **Online business** page#129
► Engineering
► Building

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

Advertising Subscription Mixed Revenue Model includes
► Online journals
► Sports information services
► Business week online
► **All of the above**

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

The attributes used by <EMBED ...> depend on the type of?
► **plugin being used**
► Browser being used
► ISP being used
► Sound/movie being used
http://books.google.com.pk/books?id=6d0VRK6euLYC&pg=PA54&dq=The+attrib
utes+used+by+%3CEMBED+...%3E+depend+on+the+type+of+%3F&hl=en&ei=8
NgZTaa8CcvHsway_IH8DA&sa=X&oi=book_result&ct=result&resnum=1&ved=0
CCQQ6AEwAA#v=onepage&q=The%20attributes%20used%20by%20%3CEMB
ED%20...%3E%20depend%20on%20the%20type%20of%20%3F&f=false

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

You can add names to each frame window using which setting?
► **src**
► url
► name
► name_frame

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

How do you write a conditional statement for executing some statements only if "i" is equal to 5?
► if i=5
► if i=5 then
► if i==5 then

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

Which of the following is the output of the statement?
Document.write("Math.PI:"+Math.PI+"<p>");
   ► Math.PI : Math.PI
   ► **Math.PI : 3.141592653589793 Page#68 Example**
   ► Math.PI : 3.141592653589793+<p>
   ► 3.141592653589793, Math.PI :

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

Which of the following property falls in HTTP?
   ► **Stateless**
   ► Stateful
   ► Temporary
   ► All of these

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

Supply chain can be broken into three parts, that is ----------------, ----------------------
and -------------------- activities.
   ► Internal, external support
   ► **Upstream, internal ,downstream**
   ► Primary, Secondary ,R&D
   ► None of them
Supply chain can be broken into three parts, that is, upstream activities, internal activities and downstream activities.

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

In many countries, stealing and misusing of Meta information for getting competitive advantage is considered as an offence known as
   ► Tort of Private Nuisance
   ► Tort of Tress passing
   ► **Tort of passing off** Page#138

► Defamation

In many countries, stealing and misusing Meta information in this manner to gain business/competitive advantage is considered as an offence known as the tort of passing-off.

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

What are the barriers for new entrants into a market?
   ► Government regulation
   ► Economy of scale,
   ► Globalization
   ► **All options**

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

Which of the following Barriers to International E-Commerce?
   ► Advertising
   ► Patents
   ► **Infrastructure** Page#163
   ► Capital

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

A company collecting information assumes that the customer does not object to a specific use of information unless the customer specifically denies the permission. Thus, the company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons. Which of the following Approach it is using?
   ► Opt-inout
   ► Swap-out
   ► Opt-in
   ► **Opt-out** Page#183
In more common opt-out approach, the company collecting information assumes that the customer does not object to a specific use of information unless the customer specifically denies the permission. Thus, the company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons.

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

Which type of Data Mining contains the elements as Support and confidence?
   ► Classification
   ► **Association** Page#144

► Characterization
► Clustering

There are two terms/measures used in association, that is, support and confidence.

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

In which type of data mining, ID3 algorithms is used?
   ► **Classification Page#141**
   ► Association
   ► Characterization
   ► Clustering

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

In which type of data mining, Apriori algorithms is used?
   ► Classification
   ► **Association Page#143**
   ► Characterization
   ► Clustering

Apriori algorithm is used for association mining.

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

How do you define a numerical value?
   ► var mynum = new Math;
   ► var mynum = Math(6);
   ► **var mynum = 6;**
   ► Math.mynum = 6;

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

Which of these is not a comparison operator?
   ► <
   ► >
   ► **= Page#58**
   ► !=

Comparison operators
'==' for Equal '!=' for not equal '< ' for Less than
'<=' for less than equal '>' for Greater than '>=' for Greater than equal

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

Which of the following is an advantage of symmetric algorithms?
► **Symmetric algorithms are faster** **Page#105**
► Symmetric algorithms don't include any encryption
► Symmetric algorithms are slow in nature
► None of above

The advantage of using symmetric key is that since symmetric algorithms are faster as compared to asymmetric, therefore, the encryption of a message with the symmetric key takes place quickly.

Question No: 21   (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** **Page#110**
► Electronic check
► All of the above

Note that in case of a credit card the issuer bank charges interest from the client at a specified rate on the amount lent. On the other hand, in case of a debit card no such interest is payable since the customer uses his/her own money in that case.

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

Which of the following is NOT a disadvantage of e-business?
► No limited proximity with items purchased.
► Less privacy.
► Less security.
► **World wide reach of business.** **Page#127**

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

Which of the following is an advantage of electronic catalogue?
► Large fix cost if used for small no. of products.
► **Ability of updating product information**.
► Need for customer skill of computers and browsers.
► Difficult to develop catalogue

Online or electronic catalogs Page#128
Disadvantages
Difficult to develop catalogues
Large fixed cost if used for small no. of products
Need for customer skill to deal with computers and browsers

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

Suppose you are running a business. You want to target customers of age less than 30 years. Which type of segmentation would you use?

► **Demographic Segmentation**
► Geographic Segmentation
► Psychographic segmentation
► Behavioral segmentation

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

Customers grouped by variables such as social class, personality or approach to life or lifestyle, is called _____.
► Demographic Segmentation
► Geographic Segmentation
► **Psychographic segmentation** **Page#131**
► Behavioral segmentation

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

Normally, efficiency of a model is considered as a good value when it is close to _____.
► 50%
► 60%
► 70%
► **80% Page#143**
Normally, efficiency of a model close to 80% is considered as a good value.

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

Which of these is a rule about bondage or affinity of two items such that if one item is purchased, the other is purchased too?
►Classification
► **Association** **Page#143**
► Characterization
► Clustering
By applying association mining we may discover that certain items have a strong bondage or affinity with each other such that when one item is purchased the other is purchased, too.

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

The result of OLAP is displayed in the form of a _____.
- ► Data square
- ► Data Triangle
- ► **Data cube** Page#145
- ► Data circle

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

Which of these is NOT an advantage of e-banking?
- ► Get current account balances at any time.
- ► Handle your finances from any location.
- ► **Get more money than your actual balance.**
- ► Transfer money between accounts.

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

(UDRP) Stands for ------------------
- ► Uniform Defamation Resolution Policy
- ► **Uniform Dispute Resolution Policy   Page#182**
- ► Uniform Domain Resolution Policy
- ► None

Paper#10

FINALTERM EXAMINATION
Spring 2010
IT430- E-Commerce

Time: 90 min
Marks: 60

Question No: 1   (Marks: 1)   - Please choose one
 At deposit stage, the serial number is ……………..by E-Cashbank
- ► **Known** Page#118
- ►Unknown
- ► Kept Secret
- ► Informed

Deposit Stage
Serial no. (Known)   Client (unknown)

Question No: 2   (Marks: 1)   - Please choose one
 Creation of separate experiences for customers based on their behavior is called

► Demographic segmentation
► **Behavioral segmentation** Page#132
► Geo-Graphic Segmentation
► None of the above

Behavioral segmentation:
Creation of separate experiences for customers based on their behavior is called behavioral segmentation.

Question No: 3   (Marks: 1)   - Please choose one
 Let us, suppose that you have hosted your e-commerce website, promotion messages can be sent when potential client is
► online
► offline
► **both online and offline** Page#133
► visiting head office
Promotions:
E-business promotions can attract visitors to your site and induce them to purchase. Promotional messages can be sent both online and offline.

Question No: 4   (Marks: 1)   - Please choose one
Call handling, sales tracking and Transaction support(technology / personnel) activities are included in which management system
► **Customer Relationship Management system** Page#136
► Public relation management system
► Inventory management system
► Data Base Management system
CRM includes call handling, sales tracking and Transaction support (technology/personnel etc.).

Question No: 5   (Marks: 1)   - Please choose one
 What is the correct HTML for making a hyperlink?
► **W3Schools** Page#23
► W3Schools.com
► W3Schools.com
► <a>http://www.w3schools.com
Welcome to <A HREF=http://www.vu.edu>Virtual University</A>

Question No: 6   (Marks: 1)   - Please choose one
 Border-color: specifies the color of all borders in the order:
► 'border-right-color, border-bottom-color, border-left-color, border-top-color'
► 'border-left-color, border-top-color, border-right-color, border-bottom-color,'
► **'border-top-color, border-right-color, border-bottom-color, border-left-color'** Page#50

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► None of these

Border-color: specifies the color of all borders in the order 'border-top-color, border-right-color, border-bottom-color, border-left-color'

Question No: 7   (Marks: 1)   - Please choose one
ACH stands for which of the followings?
 ► **Automated Clearing House** **Page#110**
 ► Action Clearing House
 ► Asynchronous Cryptographic Hash
 ► All Cryptographic Hostages

Question No: 8   (Marks: 1)   - Please choose one
An electronic check contains a(n)……………… to the payer's bank to make a specified payment to the payee
 ► Serial#
 ► Private key
 ► **Instruction** **Page#113**
 ► All of the above

An electronic check contains an instruction to the payer's bank to make a specified payment to a payee.

Question No: 9   (Marks: 1)   - Please choose one
A company ABC   web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture. Which is the international barrier it is having?
 ► **Culture** **Page#162**
 ► Language
 ► Lack of trust
 ► Infrastructure

A web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture.

Question No: 10   (Marks: 1)   - Please choose one
A software company may intentionally register a domain name as 'macrosoft.com' (a variant of domain name of the famous company 'Microsoft') to take advantage of the reputation of 'Microsoft'. The idea is that someone intending to reach the web site of 'Microsoft' may mistype or misspell and reach the web site of 'Microsoft', instead. xyz.com vs. xyz.org Which legal issue arises due to such acts?
 ► **Parasites** **Page#182**
 ► Concurrent use
 ► Cyber squatting
 ► None

Parasites:

Parasite domain names are variants on famous domain names, and are confusingly similar to them to gain business advantage. For instance, a software company may intentionally register a domain name as 'macrosoft.com' (a variant of domain name of the famous company 'Microsoft') to take advantage of the reputation of 'Microsoft'. The idea is that someone intending to reach the web site of 'Microsoft' may mistype or misspell and reach the web site of 'Microsoft', instead. xyz.com vs. xyz.org

Question No: 11 (Marks: 1) - Please choose one
Company collecting information assumes that the customer does not object to a specific use of information unless the customer specifically denies the permission. Thus, the company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons.
Which of the following Approach it is using?
► Opt-inout
► Swap-out
► Opt-in
► **Opt-out** **Page#183**
Opt-out approach, the company collecting information assumes that the customer does not object to a specific use of information unless the customer specifically denies the permission. Thus, the company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons.

Question No: 12 (Marks: 1) - Please choose one
In which type of approach, we further dig the data for retrieving information from data warehouse?
► Slice
► Dice
► **Drill down**
► Roll up

Question No: 13 (Marks: 1) - Please choose one
An electronic signature can ensure ---------.
► authenticity
► integrity
► non-repudiation
► **all of them** **Page#100**
Digital/electronic signature:
An electronic signature means any letters, numbers, symbols, images, characters or any combination thereof in electronic form applied to an electronic document which can ensure authenticity, integrity and non repudiation.

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

Where in an HTML document is the correct place to refer to an external style sheet?
- ► In the <body> section
- ► At the top of the document
- ► **In the <head> section**
- ► Between head and body

Question No: 15   (Marks: 1)   - Please choose one
Symmetric algorithms are faster than asymmetric.
- ► **True Page#105**
- ► False

Symmetric algorithms are faster as compared to asymmetric.

Question No: 16   (Marks: 1)   - Please choose one
PKI stands for _____.
- ► Public Key Instrument
- ► Public Key Information
- ► Public Key Instruction
- ► **Public Key Infrastructure Page#107**

Question No: 17   (Marks: 1)   - Please choose one
According to Michael Porter, "surveys and market research" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
- ► **Identify customers Page#152**
- ► Market and sell
- ► Deliver' activities relate to storage
- ► Purchase materials and supplies

'Identify customers' refer to those activities which try to find new customers and ways to serve better to the existing ones, e.g, surveys and market research;

Question No: 18   (Marks: 1)   - Please choose one
According to Michael Porter, "material handling" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
- ► Identify customers
- ► Market and sell
- ► **Deliver' activities relate to storage Page#152**
- ► Purchase materials and supplies

'Deliver' activities relate to storage, distribution and shipment of final product, e.g, warehousing, selecting shippers, material handling, timely delivery to customers etc.

Question No: 19   (Marks: 1)   - Please choose one
Upstream activities relate to materials/services or the input from suppliers
- ► **True Page#155**

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► False

Question No: 20   (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** Page#163
  ► 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: 21   (Marks: 1)   - Please choose one
Arbitration is a legal concept in which parties, through an agreement, appoint/nominate a person or a panel to act as a judge in the matter instead of referring the dispute to the ordinary court of law.

  ► **True** Page#182
  ► False

Question No: 22   (Marks: 1)   - Please choose one
Law is broadly divided into two classes on the basis of nature of wrong, namely, ------------ and ---------------

  ► **Civil law and criminal law** Page#176
  ► ETO and criminal law
  ► Supreme and Civil Law
  ► None

Law is broadly divided into two classes on the basis of nature of wrong namely, civil law and criminal law. Civil law deals with the private rights of the parties, whereas the object of criminal law is to punish the wrong-doer.

Question No: 23   (Marks: 1)   - Please choose one
Meta tag is called information about information.

  ► True
  ► **False**

A Meta tag contains the key information of a web page. Page#138

Question No: 24   (Marks: 1)   - Please choose one
Each layer except ……….. has got a header.

  ► **Physical layer** Page#04

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► Datalink layer
► Session layer
► Network layer

Each layer (except physical layer) at the sending machine sends instructions through its header to the receiving machine as to how the accompanying data be interpreted or treated by the receiving machine.

Question No: 25   (Marks: 1)   - Please choose one
If 140.57 is network address and 220.200 is machine address then which class of network it is?

► A
► **B**
► C
► D

Question No: 26   (Marks: 1)   - Please choose one
Classification and Association belong to which of the following types of Data Mining?

► Selective
► **Predictive** Page#141
► Descriptive
► Additive

Classification and association are predictive types of data mining while characterization and clustering represent the descriptive type

Question No: 27   (Marks: 1)   - Please choose one
SET was developed in _____.

► 1996
► **1997** Page#122
► 1998
► 1999

Question No: 28   (Marks: 1)   - Please choose one
Brick-and-Mortar businesses are referring to _____.

► **Online businesses** Page#129
► Offline businesses
► Both
► None of above

Brick-and-Mortar vs. Click-and-Mortar businesses
These two terms refer to the offline and the online businesses, respectively.

Question No: 29   (Marks: 1)   - Please choose one
Which tag holds the key information about the Web Page?

► **META** Page#138

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► HEAD
► BODY
► HTML

Question No: 30   (Marks: 1)   - Please choose one
 OLAP stands for
   ► Object linked Application Program
   ► Object Linked Analytical Processing
   ► **Online Analytical Processing** Page#145
   ► None

Paper#11

FINALTERM   EXAMINATION
Fall 2008
IT430- E-Commerce (Session - 1)

Question No: 1 (Marks: 1) - Please choose one
At deposit stage, the client is by E-Cash bank
Secret
Unknown page #118
Known
None of these
Minting Stage
Serial number (unknown) Client (known)
Deposit Stage
Serial no. (known) Client (unknown)

Question No: 2 (Marks: 1) - Please choose one
Four P's in Marketing Mix are
Product, price, place, promotion
Price, person, place, problem
Place, product, property, promotion
Promotion, place, product, planning

Question No: 3 (Marks: 1) - Please choose one
What does Telemarketing means?
Marketing through charting
Marketing through telephone
Marketing through email
Marketing through web casting

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

Customer Loyalty model is also called
Customer Life Cycle
Customer Segmentation
Customer Awareness
All of the options

Question No: 5 (Marks: 1) - Please choose one
MAC stand for
Media Access Control
Media Access Consortium
Member of Asian Community
None of these

Question No: 6 (Marks: 1) - Please choose one
Which Protocol is used for downloading messages to client machine from servers?
SMTP
POP3
IMAP
POP3 and IMAP
POP3 and IMAP are the two most commonly used email retrieval protocols. Most of the email clients such as outlook express, thunderbird and MS outlooks support POP3 and IMAP. The email messages are generally stored on the email server and the users generally retrieve these messages whether by the web browser or email clients.
http://www.networktutorials.info/protocols_stacks.html

Question No: 7 (Marks: 1) - Please choose one
How can you make an e-mail link?
xxx@yyy
href="mailto:xxx@yyy">

Question No: 8 (Marks: 1) - Please choose one
What does the Target= _self tag perform function?
Loads the new page into the same frame Page#33
Loads the new page into the entire window
Loads the new page into a new browser window
All of the above
Target="_self" – loads the new page into the same frame that contains the link

Question No: 9 (Marks: 1) - Please choose one
An electronic check contains a(n) to the payer s bank to make a specified
payment to the payee
Serial#
Private key

Instruction Page#133
All of the above

Question No: 10   (Marks: 1) - Please choose one
Upstream activities relate to?
Materials/services or the input from suppliers Page#155
Manufacturing and packaging of goods
Distribution and sale of goods to distributors/customers
Input from suppliers and Distribution

Question No: 11   (Marks: 1) - Please choose one
Many search engines rank the site by using a program called
Spider Page#138
Scorpion
Moon
Cobweb

Question No: 12   (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: 13   (Marks: 1) - Please choose on
Characterization and Clustering belong to which of the following types of Data Mining?
Predictive
Selective
Descriptive Page#141
Additive
Classification and association are predictive types of data mining while characterization and clustering represent the descriptive type.

Question No: 14   (Marks: 1) - Please choose one
ANSI stands for   .
American National Standards Institute
All Network Standards Institute
American New standards Institute
Australia National standards Institute

Question No: 15   (Marks: 1) - Please choose one
Support activities in Value Chain model includes
Finance and Administration

Human Resources
Technology Development
All of these

Question No: 16   (Marks: 1) - Please choose one
UDP uses a ACKNOWLEDGEMENT mechanism for the delivery of data.
True
False Page#5
UDP which does not use any system of acknowledgment for the delivery of data packets

Question No: 17   (Marks: 1) - Please choose one
You define a method using
     obj.method
     obj.method[]
     obj.method()
     obj-method

Question No: 18   (Marks: 1) - Please choose one
Which of the following is a valid variable name?
     6th_student_CGPA
     first_student_CGPA
     last_student_CGPA
     *any_student_CGPA
Question No: 19   (Marks: 1) - Please choose one
PKI stands for _____.
Public Key Instrumen
Public Key Information
Public Key Instruction
Public Key Infrastructure Page#107

Question No: 20   (Marks: 1) - Please choose one
FVIPSS stands for _____
First Virtual Internet Payment System Server Page#110
First Virtual International Payment System Server
First Virtual International Payment System Services
First Virtual Internal Payment System Services

Question No: 21   (Marks: 1) - Please choose one
Which of the following payment system does not involve the use of encryption?
Electronic check
Electronic cash
Virtual PIN Page#110

None of above
Virtual PIN Payment System
It is one of the earliest credit card-based systems launched for the internet in 1994 by a company; First Virtual Holdings, Inc. Virtual PIN system does not involve the use of encryption.
.

Question No: 22   (Marks: 1) - Please choose one
What is the right sequence of steps in Electronic Check process?
Payee's bank → Payer's bank → Payee → Payer
Payer's bank → Payee → Payee's bank → Payer
Payer's bank → Payee's bank → Payer → Payee
Payer → Payee → Payee's bank → Payer's bank

Question No: 23   (Marks: 1) - Please choose one
The basic difference between Virtual PIN System and Electronic Check is _____.
Use of encryption
Registration with bank
No. of participants
No difference between them

Question No: 24   (Marks: 1) - Please choose one
In E-Cash Payment system, merchant deposits the coins in the bank to check the _____ of coins
Number
Validity Page#120
Private key
Sender

Question No: 25   (Marks: 1) - Please choose one
SET is better than SSL.
True Page#122
False

Question No: 26   (Marks: 1) - Please choose one
SSL does not require special software on the client or merchant side.
True
False
The greatest advantage of SSL is its simplicity. Since SSL is built into many browsers, no special encryption software is required either on the client or the server side.

Question No: 27   (Marks: 1) - Please choose one
Which e-business helps to improve policies, procedures, customer services, and general operations of other businesses?

Online shopping malls
Selling intellectual property online
Online service providers Page#129
Online automotive sites and energy online
Online Service Providers
These e-businesses help improve policies, procedures, customer service and general operations of other businesses.

Question No: 28   (Marks: 1) - Please choose one
Which of the following is an advantage of electronic catalogue?
Large fix cost if used for small no. of products.
Ability of updating product information Page#127
Need for customer skill of computers and browsers.
Difficult to develop catalogue
Advantages
1 Easy to update product information
2 Able to integrate with the purchasing process
3 Good search and comparison capabilities
4 Able to provide timely, up-to-date product information
5 Can provide broad range of product information
6 Possibility of adding voice and motion pictures
7 Cost savings

Question No: 29   (Marks: 1) - Please choose one
Which of the following is an advantage of paper catalogue?
Easy to create catalogue without high technology
Reader is able to look at catalogue without computer system
More portable than electronic catalogue
All of above Page#127
Paper catalogs
Advantages
Easy to create a catalog without high technology
Reader is able to look at the catalog without computer system
More portable than electronic catalog

Question No: 30   (Marks: 1) - Please choose one
In online business, market research becomes slower than offline business.
True.
False

FINALTERM EXAMINATION
FALL 2007
IT430 - E-COMMERCE (Session - 6)

Paper#12

Question No: 5 (Marks: 1) - Please choose one
Identity that machine which services the internet request?
Web Client
Web Server Page#02
Browser
Mozilla
Web server – machine that services internet request

Question No: 6 (Marks: 1) - Please choose one
What does ETO stands for
Electronic Transactions Ordinance Page#163
Electric Transport ordinance
Electronic Treaty Organization
All
Electronic Transactions Ordinance, 2002 (ETO)

Question No: 7 (Marks: 1) - Please choose one
Characterization and Clustering are ……………… Types of Data Mining
Predictive
Selective
Descriptive Page#141
Additive
Classification and association are predictive types of data mining while characterization and clustering represent the descriptive type.

Question No: 8 (Marks: 1) - Please choose one
In which type of data mining, ID3 algorithms is used?
Classification Page#141
Association
Characterization
Clustering

Question No: 9 (Marks: 1) - Please choose one
Which one of the following algorithms does not include in symmetric key algorithms
DES
RC2
RC4
RSA Page#108
Symmetric key algorithms:
  ➤ **DES (Data Encryption Standard) – 56 bits**

➢ **IDEA (International Data Encryption Algorithm (IDEA) – 128 bits**
➢ **RC2 – (block cipher) 1-2048 bits**
➢ **RC4 (stream cipher) – 1-2048 bits**
➢ **Rinjdael – 128-256 bits**

Question No: 10 (Marks: 1) - Please choose one
Which type of Data Mining contains the elements as Support and confidence?
Classification
Association Page#144
Characterization
Clustering

Question No: 11 (Marks: 1) - Please choose one
EFT stands for
Electronic Funds Transfer Page#114
Electronic Finance Transfer
Easy Funds Transfer
Early Funds Transaction

Question No: 12 (Marks: 1) - Please choose one
OLAP stands for……………
Online Analytical Program
Online Analytical Processing Page#145
Online Application Program
Online Analysis Performance

Question No: 13 (Marks: 1) - Please choose one
Television, radio and print media are in a (n) ……………………. Mode
Passive Page#139
Active
Static
Dynamic
In case of television, radio or print media people are normally in a passive mode.

Question No: 14 (Marks: 1) - Please choose one
In which type of approach, we sum up and integrate the information in a particular
dimension to show the result?
Slice
Dice
Drill down
Roll up Page#146
**Roll-up is the reverse of drill-down. In it we can sum-up or integrate the
information in a particular dimension to show the result.**

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Paper#13

FINALTERM EXAMINATION
Fall 2008
IT430- E-Commerce (Session - 1)

Question No: 1 (Marks: 1) - Please choose one
The key feature of E-Cash Payment system is
Anonymity
Security
Cryptography
None of these

Question No: 2 (Marks: 1) - Please choose one
Cipher suite is a combination of
Cryptographic Algorithm
Authentication methods
Security layers
Cryptographic Algorithm And Authentication methods

Question No: 3 (Marks: 1) - Please choose one
What does Telemarketing means?
Marketing through charting
Marketing through telephone
Marketing through email
Marketing through web casting

Question No: 4 (Marks: 1) - Please choose one
Which device uses the MAC ADDRESS?
Switch
Router
Repeater
None of these

Question No: 5 (Marks: 1) - Please choose one
Choose the correct HTML code line which left-align the content inside a tablecell.
<td leftalign>
<td valign="left">
<td align="left">
<tdleft>

Question No: 6 (Marks: 1) - Please choose one
Which one of following illustrates relationship between "<! -->" and // ?
Closely related

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Hide the code
Different
Hide the tags

Question No: 7 (Marks: 1) - Please choose one
We can divide the Client Server architecture up to:
1 Tier
2 Tier
3 Tier
N –Tier Page#89

Question No: 8 (Marks: 1) - Please choose one
In the digital signature technique, the sender of the message uses _____to create cipher text.
His or Her own symmetric key
His or her own private key
His or her own public key
The receiver`s private key

Question No: 9 (Marks: 1) - Please choose one
DSS stands for
Digital Signature Standards Page#108
Digital Support Standards
Decision support system
Digital Sign System

Question No: 10 (Marks: 1) - Please choose one
The process of taking active role in working with suppliers to improve products and processes is called?
Value chain management
Supply chain management Page#155
Supply chain management software
Porter Model
The process of taking active role in working with suppliers to improve products and processes is called supply chain management.

Question No: 11 (Marks: 1) - Please choose one
Which one of the followings is an example of Banner advertising?
Branding
Affiliate programs Page#138
Partnership
All of these

An affiliate program is an agreement between two parties that one will pay the other a commission based on a specified customer action. It is not a strategic union as is partnership. Rather, it is for limited purpose and time. Banner advertising is the example of an affiliate program.

Question No: 12 (Marks: 1) - Please choose one
A firm Glory Enterprise and it wants to have its web site. It also wants to have the word glory as a part of its domain name because for years it has been recognized in the physical world through this word. However, at the time of registration of its domain name it finds that a person Mr. A who has nothing to do with the business of the firm or the word glory has already registered a domain name containing this word as a part of it. Since there cannot be two similar domain names, the firm is forced to request Mr. A to transfer that domain name to it. In response, if Mr. A blackmails or claims ransom from the said firm, He would be said to have committed -------------.
Cyber squatting Page#181
Parasites
Patent infringement
Trade mark and domain name conflicts
The act of intentionally registering domain names containing trademarks/trade names of prominent companies to later blackmail or demand ransom from those companies is called cyber squatting.

Question No: 13 (Marks: 1) - Please choose one
In which type of approach, we further dig the data for retrieving information from data warehouse?
Slice
Dice
Drill down Page#146
Roll up

Question No: 14 (Marks: 1) - Please choose one
In which type of approach, we sum up and integrate the information in a particular dimension to show the result?
Dice
Drill down
Roll up Page#146
Slice

Question No: 15 (Marks: 1) - Please choose one
Which activity does not include in Primary activities
Identify Customers
Design
Delivery

Administration Page#152

Question No: 16 (Marks: 1) - Please choose one
What of the following is the correct HTML tag for making a drop-down list?
<input type="list">
<input type="dropdown">
<select> Page#29
<list>
**Selection lists: General format <select name="field name" size="no. of items">
between the <select> and </select>tags are the <option> and </option> tags which
define the list items. If you omit "size" the list becomes a drop-down list.**

Question No: 17 (Marks: 1) - Please choose one
What does HTML stand for?
Hyperlinks and Text Markup Language
Home Tool Markup Language
Hyper Text Markup Language
Homepage Text Making Language

Question No: 18 (Marks: 1) - Please choose one
JavaScript variables can begin with ----------- .
a lower case letter
an underscore character
a dollar sign
all of the above Page#54

Question No: 19 (Marks: 1) - Please choose one
A unique large number, generated as a result of applying hash function on
a message is called _____.
Hash message
Message digests Page#103
Digitally singed message
Secret message
**There are two terms that you should note here – hash function and message digest.
Hash function is a one way mathematical function applied to a message. Result of
the hash function is unique to each message called Message Digest. A message digest
is a single large number typically between 128 to 256 bits in length.**

Question No: 20 (Marks: 1) - Please choose one
FVIPSS stands for _____.
First Virtual Internet Payment System Server page#110
First Virtual International Payment System Server
First Virtual International Payment System Services
First Virtual Internal Payment System Services

Question No: 21 (Marks: 1) - Please choose one
The key feature of E-Cash Payment system is _____.
Simplicity
Anonymity
Availability
Connectivity
Anonymity of the buyer is the key feature of E-Cash Payment system .Page#116

Question No: 22 (Marks: 1) - Please choose one
Which currency is used in e-cash Payment system?
Dollar
Coin
Penny
Cent

Question No: 23 (Marks: 1) - Please choose one
Web browser and client wallet are installed on_____.
Client's computer
Bank's computer
Merchant's computer
None of above
Client wallet and web browser are installed on the client machine. Page#120

Question No: 24 (Marks: 1) - Please choose one
SET is better than SSL.
True
False

Question No: 25 (Marks: 1) - Please choose one
Job searchers can search for jobs and employers can hire effectively using.....
Online recruiting web sites Page#128
Online banking web sites
Online trading and lending web sites.
Online news services web sites.
Employers can recruit and job searchers can search for jobs effectively through online recruiting web sites.

Question No: 26 (Marks: 1) - Please choose one
Customers grouped by variables such as social class, personality or approach to life or lifestyle, is called _____.
Demographic Segmentation

Geographic Segmentation
Psychographic segmentation Page#131
Behavioral segmentation

Question No: 27 (Marks: 1) - Please choose one
According to Michael Porter, material handling is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
Identify customers
Market and sell
Deliver activities relate to storage Page#152
Purchase materials and supplies
'Deliver' activities relate to storage, distribution and shipment of final product, e.g, warehousing, selecting shippers, material handling, timely delivery to customers etc

Question No: 28 (Marks: 1) - Please choose one
Identify the necessary aspect for a business to work to establish long term relationship with at least small number of capable suppliers.
Supply chain management Page#155
Demand chain management
Ultimate consumer orientation
None of the given
Supply chain management is now used to add value in the form of benefits to the ultimate customer at the end of supply chain. It has become important for a business to work to establish long term relationship with at least small number of capable suppliers.

Question No: 29 (Marks: 1) - Please choose one
IT/EC can reduce the overall ------------- and afford to keep the price of the product relatively low
Production cost Page#159
Marketing cost
Distribution cost
None

Question No: 30 (Marks: 1) - Please choose one
Law is broadly divided into two classes on the basis of nature of wrong, namely, ----------and ----------------
Civil law and criminal law Page#176
ETO and criminal law
Supreme and Civil Law
None
Law is broadly divided into two classes on the basis of nature of wrong, namely civil law and criminal law.

Paper#14

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce (Session - 1)

Question No: 1   (Marks: 1)   - Please choose one
 Browser is installed at :
   ► **Client side machine Page#79**
   ► Web server machine
   ► none
   ► both Client and Server Machines

As a matter of fact, the browser installed on the client side has the capability to interpret different HTML tags and display the result accordingly.

Question No: 2   (Marks: 1)   - Please choose one
 Key version represents public key by
   ► Buyer
   ► Seller
   ► **E-Bank**
   ► Certification Authority

Question No: 3   (Marks: 1)   - Please choose one
 In Virtual Payment system, four kinds of information are provided to e-bank. Identify which one is NOT included:
   ► Buyer Accounts identifier
   ► **Buyer password**
   ► Address of Merchant
   ► Actual amount of money in favor of merchant

Question No: 4   (Marks: 1)   - Please choose one
 To overcome the lack of physical proximity appearance problem in e-business, which technology is going to be used
   ► Biometrics
   ► Video conferencing
   ► Cryptography
   ► **Biometrics and Video conferencing**

Question No: 5   (Marks: 1)   - Please choose one
 Dividing the potential customers into groups is called
   ► **Market Segmentation**
   ► Market Promotion
   ► Market Research
   ► Market Survey

Question No: 6   (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: 7   (Marks: 1)   - Please choose one
In…………………, there is no direct contact with the end users.
► **B2B** Page#137
► B2C
► C2C
► All above options
Key difference between B2C and B2B is that in case of B2B there is no direct contact with the end users, whereas this contact exists in B2C.

Question No: 8   (Marks: 1)   - Please choose one
Allocation of MAC addresses is administered by ----------------------------
► ICAAN
► ISO
► **IEEE** Page#13
► None
An organization called Institute of Electrical and Electronic Engineers (IEEE) administers the allocation of MAC addresses, worldwide.

Question No: 9   (Marks: 1)   - Please choose one
As a Web developer you can define a style sheet for?
► **HTML elements and apply to many Web pages.** Page#38
► A HTML element and apply to single Web page.
► A HTML element and apply to many Web pages.
► HTML elements and apply to one Web page.
Style sheet instructions can be embedded in the HTML document. An advantage of applying style sheets is that definition of the style's formatting is created once and the browser applies that formatting each time the tag is used.

Question No: 11   (Marks: 1)   - Please choose one
What does XML stand for?
► eXtra Modern Link
► X-Markup Language
► **Extensible Markup Language** Page#74
► Example Markup Language

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

Cryptographic Algorithms are measured in terms of
► **Key length Page#108**
► Complexity
► Simplicity
► All of the above
Cryptographic algorithms are measured in terms of key length.

Question No: 13   (Marks: 1)   - Please choose one
-----------means that your product/service has certain quality that makes it more attractive than the one offered by your competitor, despite the price of your competitor's product/service is somewhat lower
► **Differentiation Page#157**
► Focus
► Cost leadership
► None of them

Question No: 14   (Marks: 1)   - Please choose one
Customer data can be gathered and analyzing it customers can be served in a better Manner according to their needs, which is best option?
► **Customization Page#157**
► Customer orientation
► Customer satisfaction
► Focus
Customization
With the help of EC, customer data can be gathered and analyzing it customers can be served in a better manner according to their needs. One can, thus, implement differentiation and focus strategy.

Question No: 15   (Marks: 1)   - Please choose one
Characterization and Clustering belong to which of the following types of Data Mining?
► Additive
► Predictive
► Selective
► **Descriptive Page#141**

Question No: 16   (Marks: 1)   - Please choose one
In which type of data mining, ID3 algorithms is used?
► **Classification Page#142**
► Association
► Characterization
► Clustering

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

ANSI stands for ……….
► **American National Standards Institute**
► All Network Standards Institute
► American New standards Institute
► Australia National standards Institute

Question No: 18   (Marks: 1)   - Please choose one
Who is making the Web standards?
► International Standard Organization
► ANSI
► Microsoft
► **The World Wide Web Consortium** Page#74
World Wide Web Consortium (W3C), a non-profit organization that maintains standards for the web presented the draft of XML in late 1990's.

Question No: 19   (Marks: 1)   - Please choose one
Which of following is NOT an attribute of <AREA> tag?
► shape
► **circle**
► href
► cords
<Area shape="Rect" coords="199,0,399,99" href="b.htm"> Page#36

Question No: 20   (Marks: 1)   - Please choose one
Which of the following is an advantage of symmetric algorithms?
► **Symmetric algorithms are faster** Page#105
► Symmetric algorithms don't include any encryption
► Symmetric algorithms are slow in nature
► None of above

Question No: 21   (Marks: 1)   - Please choose one
What is the right sequence of steps in Electronic Check process?
► Payee's bank → Payer's bank → Payee → Payer.
► Payer's bank → Payee → Payee's bank → Payer.
► Payer's bank → Payee's bank → Payer → Payee.
► **Payer → Payee → Payee's bank → Payer's bank.** Page#113

Question No: 22   (Marks: 1)   - Please choose one
The key feature of E-Cash Payment system is _____.
► Simplicity
► **Anonymity**
► Availability
► Connectivity

Question No: 23   (Marks: 1)   - Please choose one
In storefront e-business model buyers and sellers interact _____ with each other.
► **Directly. Page#128**
► Indirectly.
► Through a third party.
► None of above.

Storefront Model:
It represents basic form of e-commerce where buyers and sellers interact directly.

Question No: 24   (Marks: 1)   - Please choose one
Customers grouped by variables such as social class, personality or approach to life or lifestyle, is called _____.
► Demographic Segmentation.
► Geographic Segmentation.
► **Psychographic segmentation.**
► Behavioral segmentation.

Question No: 25   (Marks: 1)   - Please choose one
According to Michael Porter, "material handling" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
► Identify customers
► Market and sell
► **Deliver' activities relate to storage**
► Purchase materials and supplies

Question No: 26   (Marks: 1)   - Please choose one
According to Michael Porter, "fabricating" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
► Market and sell
► Deliver' activities relate to storage
► Purchase materials and supplies
► **Manufacture product or create service Page#152**

'**Manufacture product or create service' activities relate to transformation of materials and labor into finished products, e.g, fabricating, assembling, packaging etc**

Question No: 27   (Marks: 1)   - Please choose one
Electronic banking is also known as _____.
► Cyber banking
► Virtual banking
► Online banking
► **All of above**

Question No: 28   (Marks: 1)   - Please choose one
Classification and Association belong to which of the following types of Data Mining?
► Selective
► **Predictive**
► Descriptive
► Additive

Question No: 29   (Marks: 1)   - Please choose one
Web catalogue revenue model includes
► Online sellers of computer
► Gifts, flowers, clothes
► Journals
► **Both first & second options Page#130**
Web catalogue revenue model
Businesses using this type of a model include online sellers of computers, electronic items, books, music, videos, toys, flowers, gifts, clothes etc. Payment received from customers is the source of earning revenue.

Question No: 30   (Marks: 1)   - Please choose one
In which type of approach, we sum up and integrate the information in a particular dimension to show the result?
► Dice
► Drill down
► **Roll up** Page#146
► Slice

Paper#15

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce

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

Key version represents public key by?
► Buyer
► Seller
► **E-Bank** Page#116
► Certification Authority

Question No: 2   (Marks: 1) - Please choose one
At deposit stage, the client is …………….by E-Cashbank

► Secret
► **Unknown**
► Known
► None of these

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

JIT concept means
► No distribution channel
► No warehousing
► **Easily delivery**
► No communication

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

Vertical Web portals are made for
► **Single area** Page#129
► Broad range of topics
► Wide variety of things
► Broad range of topics and Wide variety of things

Vertical portals provide information pertaining to a single area of interest. Community Portals such as those related to medical or legal profession are the examples of a vertical portal.

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

Brick and Mortar refers to
► **Offline business** Page#129
► Online business
► Transport
► Building

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

Which of following services build a strong customer loyalty towards company and its products?
► **Customer services** Page#136
► Public relations(PR)
► Bulletin board
► Exhibitions.

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

In which protocol, the messages are not deleted from email server.
► SMTP
► POP3
► **IMAP**
► ICMP

In case of IMAP the message is not deleted in the email server and thus can be reopened from another location/machine Page#18

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

Choose the correct HTML tag for the largest heading
- ► <head>
- ► **<h1>**
- ► <Heading>
- ► <h6>

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

In the digital signature technique, the sender of the message uses _____ to create cipher text
- ► His or Her own symmetric key
- ► **His or her own private key** Page#103
- ► His or her own public key
- ► The receiver's private key

The message is encrypted using public key of the receiver, thus it becomes scrambled or confidential. Then the sender adds his private key in the obtained message digest to create his digital signatures.

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

-----------means that your product/service has certain quality that makes it more attractive than the one offered by your competitor, despite the price of your competitor's product/service is somewhat lower
- ► **Differentiation** Page#157
- ► Focus
- ► Cost leadership
- ► None of them

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

It is the ability to sell the goods or provide the service at a price that is lower than that of competitors, and thus attract more customers.
What is called?
- ► **Cost leadership** Page#157
- ► Price leadership
- ► Focus
- ► Differentiation

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

A company ABC web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture. Which is the international barrier it is having?
- ► **Culture** Page#152

Note: Solve these papers by yourself
This VU Group is not responsible for any solved content
www.vuaskari.com

► Language
► Lack of trust
► Infrastructure

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 Page#182**
► Cyber squatting
► None

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

Inside which HTML element do we put the JavaScript?

► <scripting>
► <javascript>
► **<script>**
► <js>

http://www.ex-designz.net/test_page.asp?tid=65 **Question#1**

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

How do you define a numerical value?

► var mynum = new Math;
► var mynum = Math(6);
► **var mynum = 6;**
► Math.mynum = 6;

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

What is the correct HTML for adding a background color?

► <background>yellow</background>
► <body color="yellow">
► **<body bgcolor="yellow">**
► <bgcolor>yellow</bgcolor>

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

In Style Sheet, Which property is used to change the background color?

► **bgcolor:**
► background-color:
► Color:
► bg-color:

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

Which type of cryptography is used in electronic check payment system?
►Symmetric
►Asymmetric
►**Both of above** **Page#113**
►None of above

An electronic check contains an instruction to the payer's bank to make a specified payment to a payee. Both, symmetric and asymmetric type of cryptography is used in this system.

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

The presence of a company/entity on the internet can be defined as _____.
►**E-Business**
►E-Transaction
►E-Cash
►E-Transfer

An e-business is defined as a company/entity that has an online presence. Page#125

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

Which of the following issue is considered the biggest obstacle in the growth of e-commerce?
► Issue of human resources.
► Issue of web development.
► Issue of financial resources.
► **Issue of security**

The biggest obstacle in the growth of e-commerce is the issue of security. Internet is not a secured medium of communication.

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

Electronic catalogues have advantage over paper catalogues.
► **True** Page#126
► False

Electronic catalogues are used in case of an online shop. They have many advantages over paper catalogues. Therefore, online shopping can be done more quickly and in a more convenient environment.

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

Which e-business helps to improve policies, procedures, customer services, and general operations of other businesses?
► Online shopping malls
► Selling intellectual property online
► **online service providers** Page#129
► Online automotive sites and energy online

Online Service Providers
These e-businesses help improve policies, procedures, customer service and general operations of other businesses. They can provide consultancy/professional services, for example, web site development services, online legal consultancy services etc.

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

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

- ► Browsers
- ► Buyers
- ► Shoppers
- **► Seller** **Page#132**

Three identified behavioral modes of the customers on the web are:
Browsers – customers who just browse through the site with no intention of buying
Buyers – customers who are ready to buy right away
Shoppers – customers who are motivated to buy but want more information

Question No: 24   (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

It is discovering interesting concepts in concise and succinct terms at generalized levels for examining the general behavior of the data. For example, in a database of graduate students of a university the students of different nationalities can be enrolled in different departments such as music history, physics etc. We can apply characterization technique to find a generalized concept/answer in response to the question that how many students of a particular country are studying science or arts

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

OLAP is _____ view of data.

- ► 1-dimentional
- ► 2-dimentional
- **► 3-dimentional** **Page#145 & 146**
- ► 4-dimentional

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

According to Michael Porter, "fabricating" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.

- ► Market and sell

► Deliver' activities relate to storage
► Purchase materials and supplies
► **manufacture product or create service**

'Manufacture product or create service' activities relate to transformation of materials and labor into finished products, e.g., fabricating, assembling, packaging etc Page#152

Question No: 27   (Marks: 1) - Please choose one
ERP is an approach that attempts to integrate all departments and functions across a company into a single computer system.
► **True** Page#150
► False

Question No: 28   (Marks: 1) - Please choose one
Internet e-mail could be used as an alternative to EDI message transport mechanism.
► **True** Page#149
► False

Internet e-mail can be used as EDI message transport mechanism in place of having a VAN.

Question No: 29   (Marks: 1) - Please choose one
MAC address is written in
► Binary form 0-1
► Decimal form 0-9
► **Hexadecimal form   0-f**
► None of these

Question No: 30   (Marks: 1) - Please choose one
Which activity does not include in Primary activities?
► Identify Customers
► Design
► Delivery
► **Administration** Page#152

Paper#16

FINALTERM EXAMINATION
Fall 2009
IT430- E-Commerce (Session - 3)

Time: 120 min
Marks: 75

Question No: 1   (Marks: 1)   - Please choose one
Four P's in Marketing Mix are:
► **Product, price, place, promotion**
► Price, person, place, problem

► Place, product, property, promotion
► Promotion, place, product, planning

Question No: 2   (Marks: 1)   - Please choose one
JIT Stands for
► **Just In Time**
► Joint investigation Technique
► Join in Training
► Just In Total

Question No: 3   (Marks: 1)   - Please choose one
Advertising Supported Revenue Model includes
► **Yahoo portal** Page#130
► Employment sites
► Newspaper Publishers
► All of the above
Advertising-Supported Revenue Model (page 130)
In this model service/information is provided free of any charge to certain audience and the advertising revenue is sufficient to support the operation of the business and its cost. For example, Yahoo portal provides useful information and a search engine free of cost, but earns revenue through advertisements on its portal web site to bear the operational cost.

Question No: 4   (Marks: 1)   - Please choose one
Which of the following is true for Class A?
► **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
What is the correct syntax of the declaration which defines the XML version?
► <xml version="1.0" />
► <?xml version="1.0" />
► **<?xml version="1.0"?>** Page#77
► None of these
We can provide the formatting instructions for the above XML code by writing an XSL code as given below:
<?xml version="1.0"?>
& http://www.examblast.com/xml-multiple-choice-question/index.html#q2

Question No: 6   (Marks: 1)   - Please choose one
Which of the following needs human action to execute?

► **Virus**
► Worm
► Trojan Horse
► All of these

Worms spread from computer to computer, but unlike viruses have the capability to travel without any help or human action. Page#94

Question No: 7   (Marks: 1)   - Please choose one
In the digital signature technique, the sender of the message uses _____ to create cipher text
► His or Her own symmetric key
► **His or her own private key Page#103**
► His or her own public key
► The receiver's private key

Question No: 8   (Marks: 1)   - Please choose one
PIN stands for:
► Payment investigation Number
► Password Identification Number
► **Personal Identification Number**
► Personal Identification Numeric

Question No: 9   (Marks: 1)   - Please choose one
An electronic check contains a(n)…………………… to the payer's bank to make a specified payment to the payee
► Serial#
► Private key
► **Instruction Page#113**
► All of the above

Question No: 10   (Marks: 1)   - Please choose one
It is the ability to sell the goods or provide the service at a price that is lower than that of competitors, and thus attract more customers. What is called?
► **Cost leadership Page#157**
► Price leadership
► Focus
► Differentiation

Question No: 11   (Marks: 1)   - Please choose one
E-commerce is a combination of three different areas of study, namely, --------, ---------------- and ----------------
► Internal, external support, Support
► **Technology, business and law/policy Page#161**

► Primary, Secondary, R&D
► Sale, purchase, feed back

Question No: 12   (Marks: 1)   - Please choose one
A company ABC   web page divided into four segments can be unpleasant to a Japanese visitor because no. four is a symbol of death in that culture. Which is the international barrier it is having?
► **Culture** **Page#162**
► Language
► Lack of trust
► Infrastructure

Question No: 13   (Marks: 1)   - Please choose one
GM Celebes manufacturing electronic goods and FryChips co selling French fries. Under the traditional trade mark law both these companies can have the same trade mark/trade name such as 'frys'.
The problem arises when both apply for the registration of a domain name containing the word 'frys'. Here, both are legitimate claimants of this domain name but due to the element of uniqueness of domain names only one of them can be assigned the desired domain name. Which legal issue arises in this situation?

► Domain name conflict
► Cyber squatting
► **Concurrent use** **Page#181**
► None

Question No: 14   (Marks: 1)   - Please choose one
Which type of Data Mining contains the elements as Support and confidence?
► Classification
► **Association** **Page#143**
► Characterization
► Clustering

Question No: 15   (Marks: 1)   - Please choose one
OLAP stands for……………
► Online Analytical Program
► **Online Analytical Processing**
► Online Application Program
► Online Analysis Performance

Question No: 16   (Marks: 1)   - Please choose one
Characterization and Clustering belong to which of the following types of Data Mining?
► Additive

► Predictive
► Selective
► **Descriptive** **Page#141**

Question No: 17 (Marks: 1) - Please choose one
Support activities in Value Chain model includes
► Finance and Administration
► Human Resources
► Technology Development
► **All of these** **Page#153**

Question No: 18 (Marks: 1) - Please choose one
Which of the following is NOT processed on the client side?
► Cookies
► JavaScript
► **CGI scripts**
► Applets
Server side processing can be mainly categorized into four headings -CGI Scripts, Servlets, Server Side Scripts and JDBC/ODBC drivers. Page#82

Question No: 19 (Marks: 1) - Please choose one
Due to which characteristics ATM network are covered under E-commerce?
► **Exchange of information through computer networks**
► Internet
► Exchanging of products, services.
► None of the above.

Question No: 20 (Marks: 1) - Please choose one
SET is better than SSL.
► **True**
► False

Question No: 21 (Marks: 1) - Please choose one
Dividing market, with respect to people having income level greater than Rs 30000, is geographic segmentation.
► True.
► **False.**

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
Which of these is a way of conducting market research?
► Phone
► Interviews
► Questionnaires
► All of above

Question No: 24   (Marks: 1) - Please choose one
Which of these is NOT a stage of knowledge discovery process?
► Transformation
► Data mining
► Pattern evaluation
► Process evaluation
A knowledge discovery process includes data cleaning, data integration, data selection, data transformation, data mining, pattern evaluation and knowledge presentation. Page#140

Question No: 25   (Marks: 1) - Please choose one
According to Michael Porter, "test marketing" is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
► Design Page#152
► Market and sell
► Deliver' activities relate to storage
► Purchase materials and supplies
'Design' activities take a product form concept stage to manufacturing stage. They include concept research, engineering, drawings preparation, test marketing etc.

Question No: 26   (Marks: 1) - Please choose one
Electronic banking is also known as _____.
► Cyber banking
► Virtual banking
► Online banking
► All of above

Question No: 27   (Marks: 1) - Please choose one
Civil law deals with the private rights of the parties, whereas the object of criminal law is to punish the wrong-doer. Is it?
► True Page#176
► False

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

In datalink layer, data packets are placed inside
► **Data frames** Page06
► Data boxes
► Data streams
► None of these

Question No: 29   (Marks: 1)   - Please choose one
Which one of the following algorithms does not include in public key algorithms?
► DSS
► RSA
► Elliptic Curves
► **RC4**

Question No: 30   (Marks: 1)   - Please choose one
Which of the following is HTML tag could not be used as CSS tag?
► <style>
► <h1>
► <p>
► **<a>**

Paper#17

FINALTERM   EXAMINATION
fall 2008
IT430- E-Commerce (Session - 2)

Question No: 1   (Marks: 1) - Please choose one
Which of following marketing campaigns are cheap an effective way to target
potential customers?
    Sale forces
    E-mail Page#133
    Media promotion
    Marketing software
**E-mail marketing campaigns are cheap and effective way to target potential
customers.**

Question No: 2   (Marks: 1) - Please choose one
Do you think, vulms.vu.edu.pk is an example of E-mail marketing?
    True
    False

Question No: 3   (Marks: 1) - Please choose one
RIP(Routing Information protocol) is used by---------- , to build a ------------ table
bridges , hash
routers, matrix

Routers, routing
All of these

Question No: 4   (Marks: 1) - Please choose one
When you declare a variable within a function, the variable can only be accessed within that function. When you exit the function, the variable is destroyed. These variables are called
Local Variables
Global Variables
Local and Global
None of the above
http://www.w3schools.com/js/js_functions.asp
If you declare a variable within a function, the variable can only be accessed within that function. When you exit the function, the variable is destroyed. These variables are called local variables.

Question No: 5   (Marks: 1) - Please choose one
Constructor is defined as   the   initializing function used to create   ....
Instance of object
Copy of object
Instance / copy of object Page#69
Shallow copy of object
Constructor is defined as the initializing function used to create instance/copy of an object.

Question No: 6   (Marks: 1) - Please choose one
If user A wants to send an encrypted message to user B, the plaintext is encrypted with public key of _____
User A
User B
Network
Both Users A and B
http://www.cren.net/crenca/onepagers/guidebook/sectionthree.html#pgp
How is encryption used with digital signatures?

Question No: 7   (Marks: 1) - Please choose one
Television, radio and print media are in a (n) . Mode.
Passive
Active
Static
Dynamic

Question No: 8   (Marks: 1) - Please choose one
-----------means that your product/service has certain quality that makes it more

Note: Solve these papers by yourself
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attractive than the one offered by your competitor, despite the price of your competitor s product/service is somewhat lower

None of them

Differentiation

Focus

Cost leadership

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

It is the ability to sell the goods or provide the service at a price that is lower than that of competitors, and thus attract more customers.

What is called?

Cost leadership

Price leadership

Focus

Differentiation

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

E-business --------   strategy is normally formed and implemented according to a planning cycle which is called strategic planning cycle.

Differentiation

Focus

Competitive Page#159

Diversification

E-business competitive strategy is normally formed and implemented according to a planning cycle which is called strategic planning cycle.

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

ETO Stand for??

Electronic transaction Organization

Electronic trade Organization

Electronic Transactions Ordinance

None of them

Question No: 12   (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?

Online Defamation

Cyber squatting

None

Cyber Crimes

Note: Solve these papers by yourself
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Question No: 13   (Marks: 1) - Please choose one
A software company may intentionally register a domain name as macrosoft.com (a variant of domain name of the famous company Microsoft) to take advantage of the reputation of Microsoft. The idea is that someone intending to reach the web site of Microsoft may mistype or misspell and reach the web site of Microsoft, instead.
xyz.com vs. xyz.org
Which legal issue arises due to such acts?
Parasites Page#182
Concurrent use
Cyber squatting
None

Question No: 14   (Marks: 1) - Please choose one
Big advantages of using VAN in EDI is(are):
Time independence
Protocol Independence
Network independence
Time and Protocol Independence Page#149
Two big advantages of using a VAN in EDI are time independence and protocol independence.

Question No: 15   (Marks: 1) - Please choose one
An array can contain ----------.
only text
only numbers
only numbers or text
any valid variable

Question No: 16   (Marks: 1) - Please choose one
Choose which one is the not the columns of Log files.
IP addresses
Request (url)
Date
Contents

Question No: 17   (Marks: 1) - Please choose one
JSP uses which programming language for coding?
C++
VBSCRIPT
JAVASCRIPT
JAVA Page#85
VBScript and JSP use Java programming language for coding.

Question No: 18   (Marks: 1) - Please choose one
In Style Sheets, How do you display hyperlinks without an underline?

    a {underline:none}

    a {text-decoration:no underline} a

    {decoration:no underline}

    a {text-decoration:none}

http://www.quackit.com/css/css_hyperlinks.cfm

Question No: 19   (Marks: 1) - Please choose one
Symmetric algorithms are faster than asymmetric.

    True

    False

Question No: 20   (Marks: 1) - Please choose one
ACH is a centralized system used by electronically inter-connected banks for clearing payment requests.

True Page#110

False

ACH is a centralized system to which different banks are electronically connected forming a network for clearing payment requests.

Question No: 21   (Marks: 1) - Please choose one
The basic difference between Virtual PIN System and Electronic Check is _____.

    Use of encryption

    Registration with bank

    No. of participants

    No difference between them

Question No: 22   (Marks: 1) - Please choose one
An e-coin consists on _____ elements.

    Four

    One

    Two

    Three Page#116

E-cash Coins

The currency used in this payment system is called an e-cash coin or simply coin. A coin consists of three elements or parts - serial #, key version and serial no. signed by the secret or private key of a certain denomination of the e-cash bank.

Question No: 23   (Marks: 1) - Please choose one
Which currency is used in e-cash Payment system?

    Dollar

    Coin

Penny
Cent

uestion No: 24   (Marks: 1) - Please choose one
An e-business is defined by the company s _____.

  Policy
  Operations
  Technology
  All of above Page#125
An e-business model is defined by a company's policy, operations, technology and ideology.

Question No: 25   (Marks: 1) - Please choose one
Electronic catalogues have advantage over paper catalogues.

    True
    False

Question No: 26   (Marks: 1) - Please choose one
Which of the following is an advantage of electronic catalogue?

    Large fix cost if used for small no. of products.
    Ability of updating product information
    Need for customer skill of computers and browsers.
    Difficult to develop catalogue

Question No: 27   (Marks: 1) - Please choose one
In online business, market research becomes slower than offline business.

    True.
    False

Question No: 28   (Marks: 1) - Please choose one
Which of these is NOT a stage of knowledge discovery process?

    Transformation
    Data mining
    Pattern evaluation
    Process evaluation
.
Question No: 29   (Marks: 1) - Please choose one
OLAP is _____ view of data.

    1-dimentional
    2-dimentional
    3-dimentional
    4-dimentional

Question No: 30   (Marks: 1) - Please choose one
Which of these is NOT an advantage of e-banking?

Get current account balances at any time.

Handle your finances from any location.

Get more money than your actual balance.

Transfer money between accounts.

Paper#18

FINALTERM EXAMINATION
Spring 2009
IT430- E-Commerce (Session - 3)

Question No: 1   (Marks: 1)   - Please choose one
At minting stage, the serial number is ……………..by E-Cashbank

► Known

► **Unknown**

► Secret

► Forwarded

Question No: 2   (Marks: 1)   - Please choose one
SET and SSL both are same with respect to security.

► True

► **False**

Question No: 3   (Marks: 1)   - Please choose one
Advertising Supported Revenue Model includes

► **Yahoo portal** Page#130

► Employment sites

► Newspaper Publishers

► All of the above

Question No: 4   (Marks: 1)   - Please choose one
Advertising Subscription Mixed Revenue Model includes

► Online journals

► Sports information services

► Business week online

► **All of the above**

Question No: 5   (Marks: 1)   - Please choose one
Let us, suppose that you have hosted your e-commerce website,
When you provide "**opt-in e-mail**" option to your customers on your website and customer opt for it , what does it mean to receive ?

► Information about product through advertisement

► **Information about product through e-mail**
► Information about services available on it
► Information about News through e-mail.

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

What does Telemarketing means?
► Marketing through charting
► **Marketing through telephone**
► Marketing through email
► Marketing through web casting

Question No: 7   (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.

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

HTML stands for ?
► Hyper Text Marked Language
► **Hyper Text Markup Language**
► Hyper Text Member License
► None of these

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

For which one of the following,<MARQUEE ...> tag can work better
► News headlines
► **Announcements**
► Sound pulgin
► Movie controls

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

Which of the following, in Javascript, we could not create our own?
► Textboxes
► **Dropdown**
► Object
► Image

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

How do you write a conditional statement for executing some statements only if

"i" is equal to 5?

► if i=5
► if i=5 then
► if i==5 then
► **if (i==5)**

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

Which one of the following, is the correct way to declare a JavaScript array?

► var txt = new Array="tim","kim","jim"
► var txt = new Array(1:"tim",2:"kim",3:"jim")
► **var txt = new Array("tim","kim","jim")**
► var txt = new Array:1=("tim")2=("kim")3=("jim")

http://www.techinterviews.com/50-javascript-ajax-interview-questions

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

Upstream activities relate to?
► **Materials/services or the input from suppliers**
► Manufacturing and packaging of goods
► Distribution and sale of goods to distributors/customers
► Input from suppliers and Distribution

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

Downstream activities relate to?
► Materials/services or the input from suppliers
► Manufacturing and packaging of goods
► **Distribution and sale of goods to distributors/customers**
► Manufacturing and Distribution

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

Porter's Model helps a firm to identify threats to its competitive position and to devise plans including the use of IT and e-commerce to protect or enhance that position.
► **True Page#158**
► False

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

Company collecting information assumes that the customer does not object to a specific use of information unless the customer specifically denies the permission. Thus, the company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons. Which of the following Approach it is using?

► Opt-in out
► Swap-out

► Opt-in
► **Opt-out**

Question No: 17   (Marks: 1)   - Please choose one
Which type of Data Mining contains the elements as Support and confidence?

► Classification
► **Association**
► Characterization
► Clustering

Question No: 18   (Marks: 1)   - Please choose one
In which type of data mining, Apriori algorithms is used?

► Classification
► **Association**
► Characterization
► Clustering

Question No: 19   (Marks: 1)   - Please choose one
How do you define a numerical value?
► var mynum = new Math;
► var mynum = Math(6);
► **var mynum = 6;**
► Math.mynum = 6;

Question No: 20   (Marks: 1)   - Please choose one
Which CSS property controls the text size?
► font-style
► text-style
► **font-size**
► text-size

Question No: 21   (Marks: 1)   - Please choose one
Which of the following is a function of Cyber wallet?
► Store coins
► Manage Coins
► Record transactions
► **All of above**

Question No: 22   (Marks: 1)   - Please choose one
Which model allows the users to log-on on a website and assume the role of bidder or seller?
► Online Banking.

► Storefront Model.
► E-Learning.
► **Auction Model.**

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

Job searchers can search for jobs and employers can hire effectively using
_____.

► **Online recruiting web sites.**
► Online banking web sites.
► Online trading and lending web sites.
► Online news services web sites.

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

Which of these is a rule about bondage or affinity of two items such that if one item is
purchased, the other is purchased too?
► Classification
► **Association**
► Characterization
► Clustering

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

Electronic banking is also known as _____.
► Cyber banking
► Virtual banking
► Online banking
► **All of above**

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

Identify the necessary aspect for a business to work to establish long term relationship
with at least small number of capable suppliers.
► **Supply chain management**
► Demand chain management
► Ultimate consumer orientation
► None of the given

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

IT/EC can reduce the overall ------------- and afford to keep the price of
the product relatively low
► **Production cost**
► Marketing cost
► Distribution cost
► None

Question No: 28   (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: 29   (Marks: 1)   - Please choose one

Criminal wrongs such as breach of contract are deemed to violate only the rights of individuals and not the society in general

► True
► **False Page#175**

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

……. Is a group of data objects that are similar to one another in each group?

► Character
► Classification
► Association
► **Cluster Page#145**

A cluster is a group of data objects that are similar to another within the same cluster and are dissimilar to the objects in other clusters.

Paper#19

FINALTERM EXAMINATION
Fall 2008
IT430- E-Commerce (Session - 1)

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

At minting stage, the serial number is……….by E-Cash bank
Known
Unknown Page#118
Secret
Forwarded

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

JIT Stands for
Just In Time
Joint investigation Technique
Join in Training
Just In Total

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

Vertical Web portals are made for
Single area **Page#129**
Broad range of topics
Wide variety of things
Broad range of topics and Wide variety of things

Question No: 4   (Marks: 1) - Please choose one
Click and Mortar refers to
Offline business
Online business
Engineering
Building

Question No: 5   (Marks: 1) - Please choose one
What are the three methods for using style sheets with a web page?
Dreamweaver, GoLive or FrontPage
Inline embedded or document level and external
Handcoded, Generated
WYSIWYG

Question No: 6   (Marks: 1) - Please choose one
Which of the following is true, XML parser can run
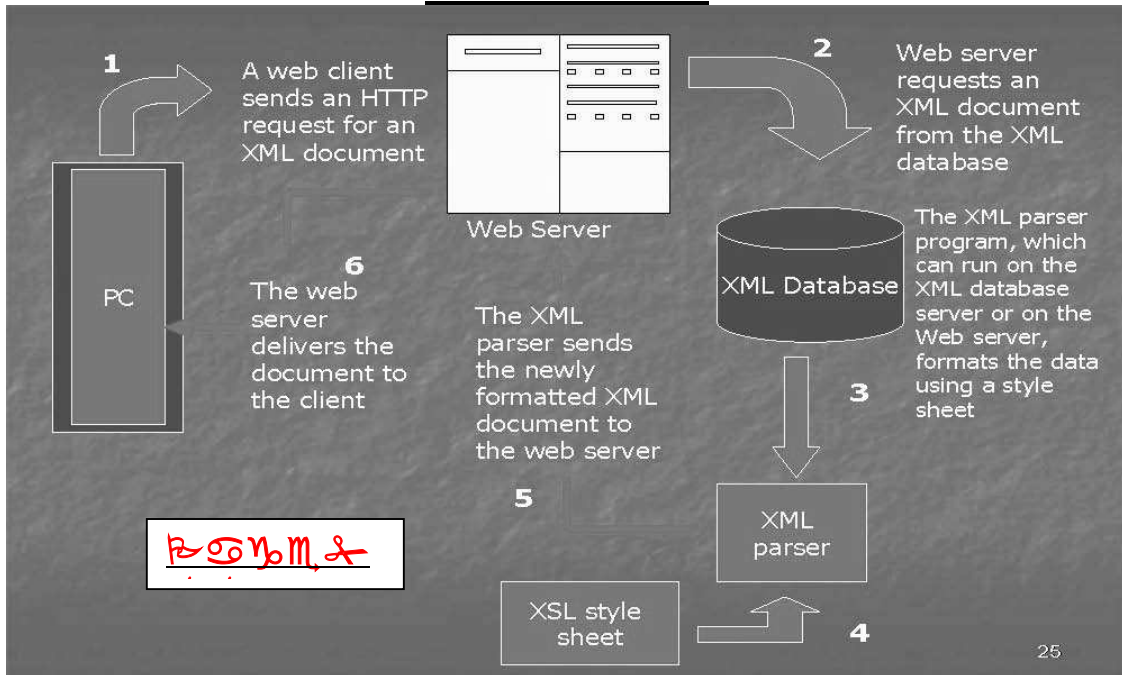Only on webserver.
Only on XML database server
On Web server or Xml database server
None

Question No: 7   (Marks: 1) - Please choose one
We can divide the Client Server architecture up to:
3 Tier
N –Tier Page#89
1 Tier
2 Tier

Question No: 8   (Marks: 1) - Please choose one
DSS stands for
Digital Signature Standards
Digital Support Standards
Decision support system
Digital Sign System

Question No: 9   (Marks: 1) - Please choose one
Public key of E-bank consist s of modulus m and a number ____.
e
f
g
h
Public key of the bank consists of modulus 'm' and a no. 'e'. Page#116

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

Television, radio and print media are in a (n) . Mode.

Passive
Active
Static
Dynamic

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

-----------means that your product/service has certain quality that makes it more attractive than the one offered by your competitor, despite the price of your competitor s product/service is somewhat lower

None of them
Differentiation
Focus
Cost leadership

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

Web is a(n) .. ……. Medium to disseminate information

Passive
Active
Static
All of these

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

The existence of close substitute products increases the propensity of customers to ------- in response to price increases.

Bargain
Switch to alternatives
Choose
Product differentiation

The threat of substitute products: The existence of close substitute products increases the propensity of customers to switch to alternatives in response to price increases (high elasticity of demand).

http://www.mbanerds.com/index.php?title=Five_Forces_Analysis

Question No: 14   (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: 15   (Marks: 1) - Please choose one

Note: Solve these papers by yourself
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Popular software packages for personal finance is(are):
Quicken
MS Money
Money 2003
All of these

Question No: 16   (Marks: 1) - Please choose one
Idea of Value Chain Model was given by..
Micheal Porter
Henry Porter
Welkin Tin
Soleman

Question No: 17   (Marks: 1) - Please choose one
JavaScript lines end with what?
Comma
Semicolon
Colon
Bracket
http://www.daaq.net/old/javascript/index.php?page=js+syntax&parent=core+javascript

Question No: 18   (Marks: 1) - Please choose one
A program that performs a specific function such as creating invoices/bills or processing payment received from customers is called a/an ---------------.
Middleware
Web Service
CRM Software
Application Program Page#92

Question No: 19   (Marks: 1) - Please choose one
Following are malicious programs EXCEPT -----------------.
Back doors
Trojan Horses
Firewalls
Worms

Question No: 20   (Marks: 1) - Please choose one
In Style Sheets, How do you add a background color for all "<h1>" elements?
all.h1 {background-color:#FFFFFF}
h1.all {background-color:#FFFFFF}
h1 {background-color:#FFFFFF}
h1 {bgcolor:#FFFFFF}

Question No: 21   (Marks: 1) - Please choose one
PKI stands for _____.
Public Key Instrument
Public Key Information
Public Key Instruction
Public Key Infrastructure

Question No: 22   (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: 23   (Marks: 1) - Please choose one
Virtual PIN payment system needs special software at front end.
True
False Page#112
Simplicity and no encryption is the biggest advantage of this payment system, which means that no special software is needed at the frond end

Question No: 24   (Marks: 1) - Please choose one
Which relationship is true about the information contained by the bank at minting? stage?
Serial number (unknown), client (known) Page#118
Serial number (unknown), client (unknown)
Serial number (known), client (unknown)
Serial number (known), client (known)
Minting Stage
Serial number (unknown) Client (known)

Question No: 25   (Marks: 1) - Please choose one
In storefront e-business model buyers and sellers interact _____ with each other.
Directly
Indirectly
Through a third party
None of above

Question No: 26   (Marks: 1) - Please choose one
There are quite a few erroneous or missing values in a row, Data transformation means if then that row can be discarded/deleted altogether.

True
False **Page#141**
Where there are quite a few erroneous or missing values in a row, then that row can be discarded/deleted altogether. This process is called data selection.

Question No: 27   (Marks: 1) - Please choose one
Normally, efficiency of a model is considered as a good value when it is close to

_____.
50%
60%
70%
80%

Question No: 28   (Marks: 1) - Please choose one
According to A Michael Porter, material handling is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.

Identify customers
Market and sell
Deliver activities relate to storage
Purchase materials and supplies

Question No: 29   (Marks: 1) - Please choose one
IT/EC can reduce the overall ------------ and afford to keep the price of
the product relatively low
Production cost
Marketing cost
Distribution cost
None

Question No: 30   (Marks: 1) - Please choose one
Established ----------- can build trust for online business more quickly as compared to a new company/business without reputation
Brand **Page#161**
Language
Culture
Infrastructure

Paper#20
FINALTERM EXAMINATION
Fall 2008
IT430- E-Commerce (Session - 1)

Question No: 1   (Marks: 1) - Please choose one
SET(secure Electronic Transaction) was developed in
1995
1996
1997
1999

Question No: 2   (Marks: 1) - Please choose one
To overcome the lack of physical proximity appearance problem in e-business, which technology is going to be used
Biometrics
Video conferencing
Cryptography
Biometrics and Video conferencing

Question No: 3   (Marks: 1) - Please choose one
How many kinds of Web Portals are?
3
2
5
6

Question No: 4   (Marks: 1) - Please choose one
Fee for Transaction Models include

Travel Agents and Insurance brokers
Automobile Sales and event tickets
Stock brokers and online banking
All of the above Page#130

Question No: 5   (Marks: 1) - Please choose one
When you email at it430@vu.edu.pk, your email is automatically sorted and replied to your ID.
True
False

Question No: 6   (Marks: 1) - Please choose one
Let us, suppose that you have hosted your e-commerce website,
When you provide **opt-in e-mail** option to your customers on your website and customer opt for it , what does it mean to receive ?
Information about product through advertisement
Information about product through e-mail
Information about services available on it

Information about News through e-mail

Question No: 7   (Marks: 1) - Please choose one
Press release can provide information about current events and news to, which of
following, via a internet?
Print media
T.v commercial
Press or media
T.v program

Question No: 8   (Marks: 1) - Please choose one
Which of the following, in JavaScript, we could not create our own?
Textboxes
Dropdown
Object
Image

Question No: 9   (Marks: 1) - Please choose one
How many different kind of loops are there in JavaScript?
One. The "for" loop only
Two. The "for" loop and the "while" loop
Four. The "for" loop, the "while" loop, the "do...while" loop, and the "loop...until" loop
None of the above

Question No: 10   (Marks: 1) - Please choose one
Date () is the -------------------- of the date object which provides current date of the
system.
method
property
Constructor Page#69
Destructor

Question No: 11   (Marks: 1) - Please choose one
SQL stands for:
Structured Query Language Page#83
System Query Language
Style Query Language
All of these

Question No: 12   (Marks: 1) - Please choose one
Which language does not compile its code but interpret it?
ASP. Net
ASP

C++
None of these

Question No: 13   (Marks: 1) - Please choose one
An E-cash coin consists of element (s) like:
Serial # provided by client
Key version
Serial# signed by E-cash bank
All of the above
A coin consists of three elements or parts - serial #, key version and serial no. signed by the secret or private key of a certain denomination of the e-cash bank. Page#116

Question No: 14   (Marks: 1) - Please choose one
-----------means that your product/service has certain quality that makes it more attractive than the one offered by your competitor, despite the price of your competitor s product/service is somewhat lower
Differentiation
Focus
Cost leadership
None of them

Question No: 15   (Marks: 1) - Please choose one
Customer data can be gathered and analyzing it customers can be served in a better Manner according to their needs, which is best option?
Customization Page#157
Customer orientation
Customer satisfaction
Focus

Question No: 16   (Marks: 1) - Please choose one
Which of the following is NOT cyber crime?
Online fraud
Cyber-stalking
Online terrorism
Internet Taxation Page#184
The use of internet technology has given rise to crimes which could not be conceived of a few years ago. Such crimes more suitably called cyber crimes include online fraud, online hate (spreading hatred against a community through internet), cyber-stalking (sending threatening messages using internet), online terrorism, distribution of pornography, using a computer for launching attacks on other computers etc.

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

A firm Glory Enterprise and it wants to have its web site. It also wants to have the word glory as a part of its domain name because for years it has been recognized in the Physical world through this word. However, at the time of registration of its domain name it finds that a person Mr. A who has nothing to do with the business of the firm or the Word glory has already registered a domain name containing this word as a part of it. Since there cannot be two similar domain names, the firm is forced to request Mr. A to Transfer that domain name to it. In response, if Mr. A blackmails or claims ransom from the said firm, He would be said to have committed -------------.

Cyber squatting. Page#181
Parasites
Patent infringement
Trade mark and domain name conflicts

Question No: 18   (Marks: 1) - Please choose one
Company collecting information assumes that the customer does not object to a specific Use of information unless the customer specifically denies the permission. Thus, the Company may use the collected information for its own purpose, as well as, sell or rent it out to other firms or persons. Which of the following Approach it is using?
Opt-inout
Swap-out
Opt-in
Opt-out

Question No: 19   (Marks: 1) - Please choose one
A…………….. Is a group of data object s that is similar to one another in each group?
Character
Classification
Association
Cluster Page#145

Question No: 20   (Marks: 1) - Please choose one
In which type of data mining, Apriori algorithms is used?
Classification
Association
Characterization
Clustering

Question No: 21   (Marks: 1) - Please choose one
IP version 6 provides ---------------bits and also contains -----------------------
128, hexadecimal
64, hexadecimal
32, binary
None of the Above

The existing IP scheme (version 4) is likely to be replaced by IP version 6. It would provide 128 bits IP addresses in hexadecimal format. Page#11

Question No: 22   (Marks: 1) - Please choose one
In Style Sheets, How do you change the font of an element?
font-face:
font:
Font-family:
font-style:

Question No: 23   (Marks: 1) - Please choose one
If a key is 4 bits in length, how many unique key values are possible?
4
8
16
32
Number of keys = 2^ (number of bits)   2^4 = 16

Question No: 24   (Marks: 1) - Please choose one
A paper signature is believed to be more reliable than a digital signature.
True
False

Question No: 25   (Marks: 1) - Please choose one
What is the right sequence of steps in Electronic Check process?
Payee's bank → Payer's bank → Payee → Payer
Payer's bank → Payee → Payee's bank → Payer
Payer's bank → Payee's bank → Payer → Payee
Payer → Payee → Payee's bank → Payer's bank

Question No: 26   (Marks: 1) - Please choose one
The presence of a company/entity on the internet can be defined as _____.
E-Business
E-Transaction
E-Cash
E-Transfer

Question No: 27   (Marks: 1) - Please choose one
In storefront e-business model buyers and sellers interact _____ with each other.
Directly
Indirectly.
Through a third party.
None of above

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Question No: 28   (Marks: 1) - Please choose one
Suppose you are running a business. You want to target customers of age less than 30 years. Which type of segmentation would you use?

Demographic Segmentation
Geographic Segmentation
Psychographic segmentation
Behavioral segmentation

Question No: 29   (Marks: 1) - Please choose one
Which of these is a rule about bondage or affinity of two items such that if one item is purchased, the other is purchased too?
Classification
Association
Characterization
Clustering

Question No: 30   (Marks: 1) - Please choose one
Internal activities relate to manufacturing and packaging of goods.
True Page#155
False

Paper#21

FINAL TERM EXAMINATION
Fall 2008
IT430- E-Commerce (Session - 1)

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

Which one of the following is **NOT** recorded in log files at server side?
IP addresses
Requested (URL) Page#136
Date
Cookies

Question No: 2   (Marks: 1) - Please choose one
Key version represents public key by
Buyer
Seller
E-Bank
Certification Authority

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

SET and SSL both are same with respect to security.
True
False

Question No: 4   (Marks: 1) - Please choose one
To overcome the lack of physical proximity appearance problem in e-business, which technology is going to be used?
Biometrics
Video conferencing
Cryptography
Biometrics and Video conferencing

Question No: 5   (Marks: 1) - Please choose one
Web catalogue revenue model includes
a. Online sellers of computer
b. Gifts, flowers, clothes
c. Journals
d. A and B

Question No: 6   (Marks: 1) - Please choose one
Advertising Supported Revenue Model includes
Yahoo portal   Page#130
Employment sites
Newspaper Publishers
All of the above

Question No: 7   (Marks: 1) - Please choose one
Do you think, vulms.vu.edu.pk is an example of E-mail marketing?
True
False

Question No: 8   (Marks: 1) - Please choose one
Which of following services build a strong customer loyalty towards company and its products?
Customer services
Public relations (PR)
Bulletin board
Exhibitions

Question No: 9   (Marks: 1) - Please choose one
Track the customers online and do personalization is only possible through which of the following file(s) analysis.
Log files

Cookie
Data mining
Log files and cookies

Question No: 10   (Marks: 1) - Please choose one
 www.amzon.com , you all familiar with it. Which of the following loyalty stages its customers are:
(Who don t knows about it): Detail about amzon.com)
"Amazon was one of the first major companies to sell goods by Internet, and was an iconic "stock in which to invest" of the late 1990s dot-com bubble. Jeff Bezos founded Amazon.com, Inc. in 1994, and launched it online in 1995. Amazon.com started as an on-line bookstore, but soon diversified to product lines of VHS, DVD, music CDs, MP3 format, computer software, , etc. Amazon has established separate websites in Canada, the United Kingdom, Germany, France, China, and Japan. It also provides global shipping to certain countries for some of its products. "
Awareness
Exploration
Familiarity
Commitment

Question No: 11   (Marks: 1) - Please choose one
Which one is not included in the networking topologies?
Star Topology
Bus Topology
Media Topology
Ring Topology

Question No: 12   (Marks: 1) - Please choose one
Where in an HTML document is the correct place to refer to an external style sheet?
At the end of the document
At the top of the document
In the <body> section
In the <head> section

Question No: 13   (Marks: 1) - Please choose one
Where does the massage in Alert function display?
Browser page
Popup window
Task bar
Menu bar

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

An electronic check contains a(n)……… to the payer s bank to make a specified
Payment to the payee
Serial#
Private key
Instruction
All of the above

Question No: 15   (Marks: 1) - Please choose one
Television, radio and print media are in a (n)   . Mode.
Passive
Active
Static
Dynamic

Question No: 16   (Marks: 1) - Please choose one
In many countries, stealing and misusing of Meta information for getting competitive
advantage is considered as an offence known as
Tort of Private Nuisance
Tort of Tress passing
Tort of passing off
Defamation

Question No: 17   (Marks: 1) - Please choose one
An array is…………..
A variable
An object
A method
A function

Question No: 18   (Marks: 1) - Please choose one
Which SQL statement is used to delete data from a database?
DELETE Page#183
COLLAPSE
REMOVE
DISCARD

Question No: 19   (Marks: 1) - Please choose one
Which of following is NOT an attribute of <AREA> tag?
Shape
Circle
href
coords

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

A unique large number, generated as a result of applying hash function on a message is called _____.
Hash message
Message digest
Digitally singed message
Secret message

Question No: 21   (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: 22   (Marks: 1) - Please choose one
The combination of encryption algorithms and authentication   methods is called

_____.
Cyber suite
Cyclic suite
Circle suite
Cipher suite Page#120
SSL supports a variety of encryption algorithm and authentication methods. The combination of algorithms and methods is called a cipher suite.

Question No: 23   (Marks: 1) - Please choose one
Which model allows the users to log-on on a website and assume the role of bidder or seller?
Online Banking
Storefront Model
E-Learning
Auction Model

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

Dividing market, with respect to people having income level greater than Rs 30000, is geographic segmentation.
True.
False

Question No: 25   (Marks: 1) - Please choose one
Which of the following is **NOT** an identified behavioral mode of customers on the web?
Browsers

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Buyers
Shoppers
Seller

Question No: 26   (Marks: 1) - Please choose one
According to Michael Porter, material handling is an example of primary activity in a strategic business unit. Identify the area in which this task is performed.
Identify customers
Market and sell
Deliver activities relate to storage
Purchase materials and supplies

Question No: 27   (Marks: 1) - Please choose one
Which of these is NOT an advantage of e-banking?
Get current account balances at any time.
Handle your finances from any location.
Get more money than your actual balance.
Transfer money between accounts.

Question No: 28   (Marks: 1) - Please choose one
Value Added Network (VAN) maintains two files of each customer that are
_____.
Inbox and Outbox
Postbox and Mailbox
Sendbox and Getbox
None of them
Each VAN has a centralized computer system that maintains two files for each user, that is,
Postbox: where outgoing messages are placed
Mailbox: where incoming messages can be picked up

Question No: 29   (Marks: 1) - Please choose one
Internet e-mail could be used as an alternative to EDI message transport mechanism.
True
 False

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

(UDRP) Stands for ------------------
Uniform Defamation   Resolution Policy
Uniform Dispute Resolution Policy
Uniform Domain   Resolution Policy

None