MBA

106 Digital Business (SPPU 2019 Pattern)

Question Bank: MCQ

1. Electronic Commerce:

1) The _____ has changed almost any activity one can think of work, play, shopping, entertainment, travel, medical care, education, and much more.
   a) digital revolution
   b) green revolution
   c) white revolution
   d) red revolution

2) Social customers _____ are usually members of social networks who share opinions about products, services, and vendors, do online social shopping.
   a) digital customers
   b) old customers
   c) new customers
   d) special customers

3) The _____ also known as the *Internet economy*, is an economy based on online transactions, mostly e-commerce.
   a) **digital economy**
   b) Indian economy
   c) local economy
   d) foreign economy.

4) _____ refers to an economic system constructed around the concept of sharing goods and services among the participating people.
   a) **Sharing economy**
   b) Indian economy
   c) local economy
   d) foreign economy.

5) The _____ is a new business model that uses IT to gain competitive advantage by increasing employee productivity, improving efficiency and effectiveness of business processes, and better interactivity between vendors and customers.
   a) **digital enterprise**
   b) offline enterprise
   c) public enterprise
   d) private enterprise

6) A _____ is one where the interaction takes place over a computer network, mainly the Internet.
a) **virtual community**
b) offline community
c) local community
d) caste community

7) _____ refers to using the Internet and other networks (e.g., intranets) to purchase, sell, transport, or trade data, goods, or services.
a) **Electronic commerce**
b) Traditional commerce
c) Local commerce
d) Offline commerce

8) _____ refers to a broader definition of EC, not just the buying and selling of goods and services, but conducting all kinds of business online such as servicing customers, collaborating with business partners, delivering e-learning, and conducting electronic transactions within organizations.
a) E-business
b) Offline business
c) Local Business
d) Limited Business

9) EC can be conducted in an_____, an online location where buyers and sellers conduct commercial transactions such as selling goods, services, or information.
a) electronic market
b) offline market
c) local market
d) special market

10) When a person purchases a coffee at **store.starbucks.com** is an example of _____.
a) B2C
b) B2B
c) C2C
d) G2C

11) Today, about 85% of Electronic Commerce volume is _____
a) B2B
b) B2C
c) C2C
d) G2C

12)_____ is the second generation of Internet-based tools and services that enables users to easily generate content, share media, and communicate and collaborate, in innovative ways.
a) **Web 2.0**
b) 2G
c) 3G
d) 4G

13)_____ involves user-generated online text, image, audio, and video content that are delivered via Web 2.0 platforms and tools.
a) **social media**
b) mass media
c) local media
d) offline media

14) The dimension of e-commerce that enables commerce across national boundaries is called _____.

a) **global reach**
b) interactivity
c) richness
d) ubiquity

15) Which segment do eBay, amazon.com belong?
a) **B2C**
b) C2C
c) B2B
d) G2C

16) _____ type of e-commerce focuses on consumers dealing with each other.
a) **C2C**
b) B2B
c) G2G
d) None of the above

17) Which type of products is lesser purchased using ecommerce?
a) **Automobile**
b) Books
c) Software
d) None

18) A combination of software and information designed to provide security and information for payment is called a what?
a) **Digital wallet**
b) Popup ad
c) Shopping cart
d) Encryption

19) The E-payment mechanism widely used in B2B is _____
a) E-Cheque
b) Debit Card
c) Credit Card
d) Master Card

20) E-Banking is also known as _____
a) Net Banking
b) Traditional Banking
c) ATM
d) None of the above

21. Which of the following is not part of the EC framework?

A. People

*B. Places

C. Public Policy

D. Public Policy

22. When a business sells to another business, what type of commerce is it?

A. B2C

*B. B2B

C. C2C

D. B2E

23. When a business sells to an individual, what type of commerce is it?

*A. B2C

B. B2B

C. C2C

D. B2E

24. When a people auctions an item to another individual, what type of commerce is it?

A. B2C

B. B2B

*C. C2C

D. B2E

25. When a business provides services to people who work there, what type of commerce is it?

A. B2C

B. B2B

C. C2C

*D. B2E

26. Global reach is an EC benefit to:

*A. Organizations

B. Consumers

C. Society

D. It is not a benefit

27. Self-configuration is an EC benefit to:

A. Organizations

*B. Consumers

C. Society

D. It is not a benefit

28. Closing the digital divide is an EC benefit to:

A. Organizations

B. Consumers

*C. Society

D. It is not a benefit

29. A 3D computer-based simulated environment built and owned by its residents is a:

A. Social network

B. Marketspace

*C. Virtual world

D. Digital economy

30. _____ is a new business model that uses IT to gain competitive advantage by increasing employee productivity, improving efficiency and effectiveness of business processes and better interactivity between vendors and customers.

A. E-commerce

*B. Digital enterprise

C. Smart computing

D. Social business

31. What type of customer is a member of a social network who share options?

*A. Social customer

B. Digital employee

C. Target market

D. None of these

32. _____ specifies how an organization will generate revenue.

A. Business model

*B. Revenue model

C. Business plan

D. Value proposition

33. _____ describes how an organization will create benefits.

A. Business model

B. Revenue model

C. Business plan

*D. Value proposition

34. When a business provides content to users and then charges others for banner space, what business model is it following?

A. Brokerage

*B. Advertising

C. Infomediary

D. Merchant

35. When a business sells goods to users, what business model is it following?

A. Brokerage

B. Advertising

C. Infomediary

*D. Merchant

36. Resistance to change is what type of EC limitation?

A. Technological

*B. Non-technological

C. Both technological and non-technological

D. Neither technological and non-technological

37. Internet accessibility is what type of EC limitation?

*A. Technological

B. Non-technological

C. Both technological and non-technological

D. Neither technological and non-technological

38. Which is not a major tool of Web 2.0?

*A. static website

B. blog

C. wiki

D. RSS feed

39. Which of the following is not a social networking site?

A. Facebook

B. Twitter

*C. Amazon

D. Habbo

40. Which is not a major driver of EC?

A. Innovative business models

*B. Access to capital

C. Benefits to society

D. Technological developments

41. Retailing conducted over the Internet is called:

A. sales intermediary

B. Catalog sales

C. B2C EC sales

*D. electronic retailing (e-tailing)

42. ____ is a description of how an organization intends to generate revenue through its business operations.

A. Pure-play e-tailers

*B. Business model

C. E-tailing

D. Flash sales

43. Internet (online) malls

A. Sell only online.

B. Offer steep discounts via an intermediary or directly to the consumers.

C. Opens webstores to supplement their regular business activities

*D. Includes many stores on one website.

44. Enables members to shop at a discount, frequently for short periods of time

*A. Private shopping club

B. brick-and-mortar retailer

C. Event shopping

D. Online Group Buying

45. The benefits of online travel services includes 3 of the following except:

A. Shoppers can find the lowest prices

B. Processing fees are reduced

C. Free information is voluminous

*D. Require complicated arrangements

46. _____ offers a comprehensive and large environment for job seekers and for recruiters.

*A. Internet

B. Virtual job fairs

C. Electronic job market

D. Job referral social networking

47. Limitations of an electronic job market includes the following but one:

A. Posted résumés and employer-employee communications are usually not encrypted

B. Some people do not use and do not have access to the Internet

C. Confidentiality and data protection cannot be guaranteed

*D. Can discover a large number of job openings

48. Operates the "Make Me Move" service (free) that allows users to see for what price you would be willing to sell your home without actually putting it on the market.

A. Craigslist

*B. Zillow

C. Facebook

D. Twitter

49. How much is an average fee of a full-service broker per trade.

*A. $100–$200

B. Between $1 and $15

C. $15–$30

D. None of the above.

50. Also known as cyberbanking, and virtual banking.

A. Virtual banks

B. P2P Lending

C. Bank of America

*D. E-banking

51. A system that enables people to conduct financial transactions from a smartphone or other wireless mobile device is called:

A. Imaging Systems

*B. Mobile Banking

C. E-payments

D. None of the above

52. Social TV is

A. The delivery of TV content via the Internet by video streaming technologies.

B. A media management software by Apple that includes an online store for buying music and other media.

*C. An emerging social media technology that enables several TV viewers who are in different locations to interactively share experiences

D. Audio content transmitted live via the Internet.

53. The most profitable B2C model and it accounts for a large percentage of Internet use.

*A. Adult Entertainment

B. Internet TV

C. Internet Radio

D. Social Television (TV)

54. Which of the 4 is not one of the three major types of social TV.

A. Using a second screen while watching TV or using another communication device.

B. Having an on-screen experience where information is displayed directly within the TV.

C. Using a personal computer or mobile device to watch TV shows.

*D. None of the above.

55. It enables people to identify potential mates and contact them, usually via the service's e-mail or chat functions.

A. Internet Gaming

B. Online banking

C. Online food ordering

*D. Online dating

56. _____ are gateways to webstores and e-malls.

A. Stamps online

*B. Shopping portals

C. Shopping robots

D. "Spy" Services

57. Ratings or reviews can also be generated by domain experts and appear in different online publications.

A. Bloggers post reviews

B. Customer ratings and reviews

*C. Expert ratings and reviews

D. Conversational marketing

58. Three of the following are must-have online tools for shoppers except:

A. Shop Advisor

B. Price Rewind

C. RedLaser

*D. Price Forward

59. Refers to the removal of an intermediary that is responsible for certain activities between trading partners.

A. Reintermediation

B. Niche Markets

C. Distribution costs

*D. Disintermediation

60. _____ refers to the case in which online sales damage the well being of an existing channel partner.

A. Price conflict

*B. Channel conflict

C. Channel agreement

D. Delivery time

SPPU MBA 2019 Pattern

106 Digital Business

Question Bank: MCQ

2. Mobile Commerce, Social Commerce and IoT:

1) Mobile commerce (m-commerce), also known as _____
a) New Business
b) M-Business
c) Old Business
d) Local Business

2) **Social commerce (SC)**, also known as _____ ,
a) *local business*
b) *social business*
c) small business
d) interstate business

3) A _____ is a name for a commercial for-profit or non-profit organization that is designed to achieve some social goal(s), such as improving human well-being, rather than just make a profit.

a) *local business*
b) *social business*
c) small business
d) interstate business

4) A _____ is a business with primarily social objectives whose surpluses are reinvested for that purpose in the business or in the community, rather than being driven by the need to deliver profit to shareholders and owners.
a) normal enterprise
b) social enterprise
c) local enterprise
d) none of the above

5) _____ refers to the use of social media tools and platforms and conducting social networking activities in organizations, while its major objectives are either commercial or non-profit activities
a) normal enterprise
b) social enterprise
c) local enterprise
d) none of the above

6) The second major type of social commerce is *Enterprise 2.0*, also known as _____
a) big enterprise
b) *Social Media-based Enterprise*
c) local enterprise
d) small enterprise

7) **Social collaboration** refers to people's collaboration within and between communities enabled by social media tools and platforms.
a) Local collaboration
b) **Social collaboration**
c) National collaboration
d) International collaboration

8) _____ is an enterprise collaboration platform, which is designed for today's workforce.
a) Android
b) Cisco WebEx
c) Windows
d) MacOS

9) **Consumer-to-consumer (C2C) EC**, which is sometimes called _____ e-commerce, refers to electronic transactions conducted between and among individuals.
a) B2B
b) P2P
c) B2C
d) G2C

10) In _____ the appliances such as computers, refrigerators, washers, dryers, televisions, and security systems are interconnected and can be controlled remotely by smartphone or via the Internet.
a) personal home
b) smart home
c) individual
d) none of the above

11) The idea is that in_____, digital technologies (mostly mobile-based) facilitate better public services for citizens, better utilization of resources, and less negative environmental impact.
a) Small city
b) Smart city
c) Big City
d) None of the above.

12) _____ also known as driverless cars, robot-driven cars, and autonomous cars are already on the roads in several.
a) Small cars
b) Smart cars
c) Big cars,
d) Long cars

13) A _____ is a computerized wristwatch with functionality that is enhanced beyond timekeeping.
a) big watch
b) **smartwatch**
c) small watch
d) none of the above

14) The _____ is the network of physical objects-devices, vehicles, buildings and other items embedded with electronics, software, sensors, and network connectivity that enables these objects to collect and exchange data.
a) Hybrid things
b) Internet of Things
c) *Good things*
d) *Small things*

15) _____ is an example of smart device.
a) Bulb
b) Amazon Echo Dot
c) Watch
d) Fridge

16) Which one is not part of IOT?
a) People
b) Security
c) Process
d) Things

17) What does "Things" in IoT refers to?
a) General device
b) IoT devices
c) Information
d) Object

18) _____ is used by IOT
a) Satellite
b) Radio information technology
c) Cable
d) Broadband

19) PaaS stands for_____
a) Platform as a Survey
b) Platform as a Service
c) People as a Service
d) Platform as a Survey

20) _____ empowers IoT by bringing together everyday objects.
a) Intelligence
b) Connectivity
c) Dynamic Nature
d) Enormous Scale

21. ____means being everywhere, especially at the same time.

A. Convenience and capabilities

*B. Ubiquity

C. Localization

D. Interactivity.

22. The support of vehicles in order to minimize downtime and increase effectiveness, efficiency, and utilization is called:

A. Warehouse management

B. Field mobility

C. Direct store delivery (DSD) route accounting

*D. Fleet mobility

23. Three are benefits of Organizations except:

A. Facilitates CRM and collaboration.

B. Expedites information flow to and from mobile employees.

C. Enables many enterprise applications

*D. Allows for higher, noncompetitive pricing.

24. Three are Benefits for Individuals and Customers except:

A. Expedites banking and financial services.

B. Provides a choice of mobile devices for transactions.

*C. Reduces employee training time and help desk resources.

D. Increases affordability over the cost of using desktop computing in some countries.

25. ____ is a mobile phone with Internet access and PC-like functionality (such as iPhone).

A. Tablets

*B. Smartphone

C. Smart Glass

D. None of the above

26. Frequently referred to as text messaging, or simply texting, the technology supports the transmittal of short text messages (up to 140 to 160 characters) between wireless devices is called:

A. Voice portal

*B. Short message service

C. Multimedia messaging service

D. Global positioning system

27. ____ is the technology protocol that enables Internet browsing using mobile devices.

*A. Wireless Application Protocol

B. Voice Portal

C. Interactive voice response (IVR) systems

D. Personal digital assistant

28. ____provides very short-range device-to-device wireless connections (a distance up to 60 feet).

A. Municipal Wi-Fi networks (WMAN)

B. Wireless local area network (WLAN)

C. WiMAX

*D. Personal area networks

29. This developing technology is supposed to replace the WiMax.

A. Wireless wide area networks

*B. LTE (Long Term Evolution)

C. Wireless local area networks and Wi-Fi

D. Personal area networks

30. Describes the conducting of banking activities via a mobile device.

A. Real Estate Mobile Transactions

B. Mobile Stock Trading

*C. Mobile Banking

D. Traditional Banking

31. ____ refers to mobile applications used by companies to improve the operations of the employees, facilities, and relevant supply chains within the enterprise and with its business partners.

A. Real Estate Mobile Transactions

*B. Mobile enterprise

C. Mobile Banking

D. Traditional Banking

32. Collaboration activities conducted on smartphones, tablets, and other mobile devices, enabling users to improve their performance is called:

A. Mobile enterprise

B. Transportation Management

C. Real Estate Mobile Transactions

*D. Mobile collaboration

33. _____ is the clear leader in the digital distribution of music and video.

A. Samsung

*B. Apple

C. Twitter

D. Facebook

34. According to Knight, _____% of gamers play more on mobile devices than on PCs.

A. 46%

B. 32%

C. 82%

D. 51%

35. Three are drivers of the popularity of mobile games except:

A. The streaming of quality videos is improving.

B. The inclusion of games in social networks, and particularly on Facebook.

C. The ability of vendors to generate money from ads attached to games.

*D. Technological decline for downloading complex games.

36. _____ refers to the use of location finding systems such as GPS-enabled devices or similar technologies.

*A. Location-based m-commerce (l-commerce)

B. Electronic Commerce

C. WIFI

D. LTE (Long Term Evolution)

37. Location-based m-commerce mainly includes three possible activities except:

A. Location

B. Tracking

*C. Managing

D. Timing

38. The network(s) that transfers user requests to the service providers, and then transmits the reply to the user is called:

A. Data or content provider

B. User

C. Opt-in application

*D. Mobile communication network

39. The ability to find the location of a user who is connected to the Web via a mobile device is

A. Global Positioning System

B. Tracking

*C. Geolocation

D. Real-time location systems

40. A group of sensors distributed throughout a particular that monitors and records environmental conditions and analyzes the collected data is called:

*A. Sensor network

B. Smart Sensor

C. Mobile Sensor

D. Virtual Sensor

41. What test is used to determine if a computer exhibits intelligent behavior?

A. Gates test

*B. Turing test

C. Jobs test

D. none of these

42. Which of the following is not a capability of AI?

A. learning from experience

B. responding to new situations

C. applying knowledge to manipulate the environment

*D. all of these choices

43. Autonomous, relatively small computer programs that observe and act on environments are called:

A. AI

B. Machine learners

C. Roberts

*D. Intelligent agents

44. Which of the following is not an example of how robots can be used in EC?

A. product manufacturing

B. warehouse operations

*C. customer sales

D. product delivery

45. Chatbots allow computers to understand _____ customer communication

A. structured dialogue

*B. unstructured dialogue

C. machine translated language

D. binary code

46. _____ describes a technology that may be used by artificial intelligence to evaluate customer desires and actions before they occur.

A. marketing

*B. predictive analysis

C. market research

D. natural language processing

47. Knowledge management systems can be described to have a _____ process.

*A. cyclical

B. linear

C. input independent

D. none of these

48. Providing information in a useful format to users in the organization is what step of the knowledge management process?

A. knowledge creation

B. knowledge capture

C. knowledge refinement

*D. knowledge dissemination

49. Placing information in context to make it actionable is what part of the knowledge management process?

A. knowledge creation

B. knowledge capture

*C. knowledge refinement

D. knowledge dissemination

50. Gathering existing information and storing it is what part of the knowledge management process?

A. knowledge creation

*B. knowledge capture

C. knowledge refinement

D. knowledge dissemination

51. What type of system solves problems requiring expertise and provides it to non-experts?

A. knowledge management system

*B. expert system

C. e-commerce system

D. management information system

52. Which of the following is not a major capability of expert systems?

A. analyze symptoms

B. identify problems

C. predict results

*D. capture input

53. Which of the following products is owned by Amazon?

A. Siri

*B. Alexa

C. Watson

D. Alfie

54. Which of the following Amazon products acts as a hands-free intelligent wireless speaker controlled by voice?

A. Alexa

*B. Echo

C. Dot

D. Tap

55. Three are drivers of the popularity of mobile games except:

A. The streaming of quality videos is improving.

B. The inclusion of games in social networks, and particularly on Facebook.

C. The ability of vendors to generate money from ads attached to games.

*D. Technological decline for downloading complex games.

56. _____ refers to the use of location finding systems such as GPS-enabled devices or similar technologies.

*A. Location-based m-commerce (l-commerce)

B. Electronic Commerce

C. WIFI

D. LTE (Long Term Evolution)

57. Location-based m-commerce mainly includes three possible activities except:

A. Location

B. Tracking

*C. Managing

D. Timing

58. Which of the following does not describe IBM's Watson?

A. supercomputer

B. uses natural language processing

C. accessed through the cloud

*D. available as an Android app

59. The ability to find the location of a user who is connected to the Web via a mobile device is

A. Global Positioning System

B. Tracking

*C. Geolocation

D. Real-time location systems

60. A system that can be used to help make complex financial calculations and recommendations is

*A. Robo advisor

B. virtual machine

C. personal robot

D. Amazon Alexa

SPPU MBA 2019 Pattern

106 Digital Business

Question Bank: MCQ

3. Digital Business Ecosystem:

1) An _____ is an electronic space where sellers and buyers meet and conduct different types of transactions.
a) Market
b) Bazar
c) **e-marketplace**
d) Shop

2) _____ e-marketplaces are those owned and operated by a single company.
a) Public
b) Limited
c) Private
d) None of the above

3) _____ e-marketplaces often are owned by a third party (not a seller or a buyer) or by a small group of buying or selling companies, and they serve many sellers and many buyers.
a) Private
b) Limited
c) Public
d) None of the above

4) A _____ refers to a single company's (or individual seller's) website where products and services are sold.
a) retail Store
b) super shop
c) **webstore**
d) Shop

5) An _____ is an online shopping location where many stores present their catalogues.
a) shop
b) retail store
c) **e-mall** (**online mall**)
d) mall

6) A _____ is a single point of access, through a Web browser, to critical business information located inside and outside of organizations.
a) retail store
b) super shop
c) **web portal**
d) mall

7) The _____ major types of *online intermediaries* are brokers and infomediaries.
a) three
b) four
c) **two**
d) five

8) A _____ in Electronic Commerce is a person or a company that facilitates transactions between buyers and sellers.
a) shop
b) hotel
c) **broker**
d) hospital

9) _____ aggregate product information from many manufacturers, sometimes thousands of them, in the catalogue.
a) Shop
b) Super shop
c) **E-distributors**
d) Store

10) _____consist of a product online database, directory, and a presentation function.
a) Sheet
b) Yellow pages
c) **Electronic catalogues**
d) Book

11) An _____ is an electronic space where sellers and buyers meet and conduct different types of transactions.
a) store
b) retail store
c) **online auction**
d) shop

12) _____ refers to prices that are not fixed, but are allowed to fluctuate, and are determined by supply and demand.
a) Normal pricing
b) Low pricing
c) **Dynamic pricing**
d) Fixed pricing

13) MTO means
a) Machine To order
b) Mass To Order
c) **Make To Order**
d) Mall To order

14)_____ is the first step in EC Order Fulfilment Process.
a) Payment authorization
b) Dispatch order
c) **Order and pay**
d) Receipt of goods

15) A _____ is a plastic payment card that contains data in an embedded microchip.
a) PAN card
b) Aadhaar Card
c) **smart card**
d) None of the above

16) There are ___ types of smart card.
a) one
b) Four
c) **Two**
d) Three

17) The _____ is a card where a monetary value is prepaid and can be loaded on the card once or several times.
a) Driving Licence
b) Aadhaar Card
c) **stored-value card**
d) None of the above

18)**Micropayments** or **e-micropayments** are small payments made online, usually under _____.
a) $ 5
b) $ 7
c) **$ 10**
d) $ 15

19)Globally, _____ is also the market-leading gateway.
a) Instamojo
b) razorpay
c) **PayPal**
d) CCAvenue

20)_____ is an encrypted, decentralized (peer-to-peer), convertible, virtual currency.
a) Rupee
b) Dollar
c) Bitcoin
d) Pound

21. Customers interact with a marketspace via a:

A. Back end

*B. Front end

C. Intermediary

D. Infrastructure

22. ____ are often B2B markets owned by third parties

*A. Public E-Marketplaces

B. Private E-Marketplaces

C. Microsites

D. E-Malls

23. A person or company that facilitates transactions between buyers and sellers is a:

A. Microsite

B. Portal

C. Marketplace

*D. Broker

24. A portal with audio interfaces is a:

A. Mobile Portal

B. Corporate Portal

*C. Voice Portal

D. Knowledge Portal

25. A search for information inside the files and databases of a company is a:

A. Web search

*B. Enterprise search

C. Desktop search

D. Internet search

26. A search for information inside a user's computer is a::

A. Web search

B. Enterprise search

*C. Desktop search

D. Internet search

27. Offline auctions

*A. Are limited by location

B. Have a global reach

C. Are easy to attend

D. Allow for easy shipments

28. An auction with one seller and many potential buyers is a:

A. Offline auction

B. Electronic auction

C. reverse auction

*D. forward auction

29. An auction with one buyer and many potential sellers is a:

A. Offline auction

B. Electronic auction

*C. reverse auction

D. forward auction

30. Online communities can be

*A. Only public or private

B. Both public and private

C. Neither public or private

31. Advocates of Craigslist point out that:

A. Illegitimate post are hard to control

B. Few security precautions are available

*C. Free access provides opportunity

D. Adult products make up a good portion of traffic

32. Social networking sites can be

A. mobile

B. web-based

C. neither mobile or web-based

*D. both mobile and web-based

33. Virtual worlds are not:

A. used by many users

*B. mainly in 2D

C. hosts of user generated content

D. always in motion

34. Which is not a common business in virtual worlds:

A. virtual businesses

B. trading virtual properties

C. virtual shopping

*D. all are common

35. A platform for collective intelligence and social commerce is:

A. microsites

*B. crowdsourcing

C. crowdfunding

D. augmented reality

36. Which is not a benefit of crowdsourcing?

A. low-cost problem analysis

B. quick solutions

C. unique ideas generated

*D. lack of customer loyalty

37. The Semantic Web:

A. has a strict definition

B. refers to web 2.0 features

*C. refers to web 3.0 features

D. was a part of the dot-com bubble

38. Which of the following does Nicholas Carr not predict:

A. more intelligent computers

B. virtualization in computing infrastructure

*C. failure of the semantic web

D. greater use of cloud computing

39. Web 4.0 is referred to as

A. The Semantic Web

B. The Social Web

*C. The Symbiotic Web

D. The Decentralized Web

40. An auction with many buyers and many sellers is a:

A. Offline auction

*B. double auction

C. reverse auction

D. forward auction

41. Which of the following is not a major EC security management concern?

A. Protecting customer data

B. Fraud by sellers

C. Cross border espionage

*D. Marketing costs

42. Which of the following is not a major EC security management concern?

A. Fraud by Buyers

B. DOS attacks

C. Attacks on social networks

*D. All are concerns

43. What group is comprised of representatives from 13 federal agencies, it reviews threat assessments and recommends actions to incidents, including allocation of federal resources.

A. United States Computer Emergency Readiness Team

*B. National Cyber Response Coordination Group

C. CyberCop Portal

D. None of these

44. This refers to any action by a nation-state or international organization to penetrate another nation's computer networks for the purpose of causing damage or disruption.

A. Hacking

B. DDOS attacks

C. Spamming

*D. Cyberwarefar

45. There is a clear shift in the nature of the operation of computer criminals towards:

A. political hacking

*B. profit creating crime

C. recreational cracking

D. All of these

46. Laptop computers are stolen for:

A. selling them

B. and trying to find the owners' personal information

*C. Both of these

D. Neither of these

47. This refers to the e-markets for stolen information made up of thousands of websites that sell credit card numbers, social security numbers, e-mail addresses, bank account numbers, social network IDs, passwords, and much more.

A. The Pirate Bay

B. Darknet

*C. Internet underground economy

D. Kazaa

48. This can be viewed as a separate Internet that can be accessed via the regular Internet and a connection to the TOR network

A. The Pirate Bay

*B. Darknet

C. Internet underground economy

D. Kazaa

49. This is the process of using a device or software program that tracks and records the activity of a user in real time (without the user's knowledge or consent) by the keyboard keys they press.

A. Malware

*B. Keystroke logging

C. Social engineering

D. Cracking

50. HP Enterprise Security's "2013 Cost of Cyber Crime Study: Global Report" found that the average annualized cost of cybercrime per company surveyed was:

A. $1.2 million per year

*B. $7.2 million per year

C. $20 million per year

D. $2.1 billion per year

51. These include natural disasters and other conditions outside of human control

A. Human error

*B. Environmental Hazards

C. Malfunctions in the Computer System

D. Social engineering

52. This is where an attacker finds a weakness in the system and then exploits that weakness.

*A. vulnerability

B. crack

C. exploit

D. entry

53. This is a process to verify (assure) the real identity of an EC entity, which could be an individual, software agent, computer program, or EC website.

*A. Authentication

B. Authorization

C. Auditing

D. Nonrepudiation

54. This is the assurance that online customers or trading partners will not be able to falsely deny their purchase, transaction, sale, or other obligation.

A. Authentication

B. Authorization

C. Auditing

*D. Nonrepudiation

55. These are countermeasures that make criminals abandon their idea of attacking a specific system.

*A. Deterrent methods

B. Prevention measures

C. Detection measures

D. None of these

56. These help find security breaches in computer systems.

A. Deterrent methods

B. Prevention measures

*C. Detection measures

D. None of these

57. This is programmed software inserted by criminals into a computer to damage the system; running the infected host program activates it.

*A. virus

B. worm

C. trojan

D. keylogger

58. This is a program that seems to be harmless or even looks useful but actually contains a hidden malicious code.

A. virus

B. worm

*C. trojan

D. keylogger

59. This is a malicious attempt to make a server or network resource unavailable to users, usually by temporarily interrupting or suspending the services of a host connected to the Internet.

A. Trojan

B. Virus

*C. DOS attack

D. All of these

60. This is a fraudulent process of acquiring confidential information, such as credit card or banking details, from unsuspecting computer users.

*A. phishing

B. keylogging

C. DDOS attack

D. worms

SPPU MBA 2019 Pattern

106 Digital Business

Question Bank: MCQ

4. Digital Business Applications – I:

1) A _____ is a sales *intermediary* between manufacturers and customers

a) store
b) shopkeeper
c) wholesaler
d) retailer

2) Retailing conducted over the Internet is called _____

a) Selling
b) Buying
c) trading
d) **electronic retailing (e-tailing)**

3) E-tailing provides which advantages to sellers and buyers.

a) Lower product cost,
b) increasing competitive
c) Neither a or b
d) Both a and b

4) _____ is the e-tailers sell only online.

a) Amazon
b) Flipkart
c) Alibaba
d) All of the above

5) _____ take orders directly from consumers, frequently bypassing traditional intermediaries.

a) Agent
b) wholesaler
c) retailer
d) Direct marketers

6) Virtual (pure-play) e-tailers are companies with direct online sales that do not need physical stores the example is _____.

a) Amazon
b) Flipkart
c) Alibaba
d) All of the above

7) These are sales in which companies offer heavily discounted products to consumers for a limited time usually 2 to 4 hours.

a) Special sale
b) Festival sale
c) Season sale
d) Flash Sale

8) _____ also known as *sales 2.0* is online shopping with social media tools and platforms including five social networks

a) Group Shopping
b) Traditional Shopping
c) Festival Shopping
d) **Social shopping**

9) _____ also known as *collaborative shopping* is a method of shopping where shoppers enlist friends and other people, they trust to advise them on what products to shop for.

a) Traditional Shopping
b) Offline Shopping
c) Self-Decision shopping
d) **Communal shopping**

10) _____ is the benefit from Social Shopping

a) You can socialize while shopping
b) You can discover products/services you never knew Existed
c) You can interact with vendor (brand) representatives
d) All of the above

11) _____ is the expectation from a Social Shopping Site.

a) Visual sharing
b) Online discussions
c) Journals of products and their use
d) All of the above

12) _____ by friends, even by people that you do not know are usually available for social shoppers.

a) Favor
b) Advice
c) Consultation
d) Ratings and reviews

13) _____ is an example of affiliate marketing.

a) Rating
b) Review
c) Consultation
d) Referral programs

14) Consumers can use _____ to check their accounts, pay bills online, secure a loan, transfer money, and much more.

a) Corporate Banking
b) Merchant Banking
c) Lending
d) e-banking

15) _____ have no physical location and conduct only online transactions.

a) Nationalized Bank
b) Private Bank
c) Cooperative Bank
d) Virtual banks

16) _____ is a system that enables people to conduct financial transactions from a smartphone or other wireless mobile device.

a) Offline Banking
b) Corporate Banking
c) SMS Banking
d) Mobile banking

17) An increasing number of insurance companies and use the Internet to offer _____ policies, such as auto, home, life, or health, at a substantial discount, mostly to individuals.

a) Free insurance
b) Special insurance
c) Offline insurance
d) Online Insurance

18) _____ is the implementation of e-government applications using wireless platforms and mobile devices, especially smartphones.

a) Local government
b) State government
c) Central government
d) **Mobile government**

19) _____ is a book in digital format that can be read on a computer screen, mobile device, or on a dedicated device known as an *e-reader.*

a) Paper
b) Book
c) Notebook
d) **electronic book**

20) _____ is the use of online delivery of educational materials and methods, using information technologies, for the purposes of learning, teaching, training, or gaining knowledge at any time, and at many different locations.

a) Field Visit
b) Offline Learning
c) Classroom Learning
d) **E-Learning**

21. Retailing conducted over the Internet is called:

A. sales intermediary

B. Catalog sales

C. B2C EC sales

*D. electronic retailing (e-tailing)

22. ____ is a description of how an organization intends to generate revenue through its business operations.

A. Pure-play e-tailers

*B. Business model

C. E-tailing

D. Flash sales

23. Internet (online) malls

A. Sell only online.

B. Offer steep discounts via an intermediary or directly to the consumers.

C. Opens webstores to supplement their regular business activities

*D. Includes many stores on one website.

24. Enables members to shop at a discount, frequently for short periods of time

*A. Private shopping club

B. brick-and-mortar retailer

C. Event shopping

D. Online Group Buying

25. The benefits of online travel services includes 3 of the following except:

A. Shoppers can find the lowest prices

B. Processing fees are reduced

C. Free information is voluminous

*D. Require complicated arrangements

26. _____ offers a comprehensive and large environment for job seekers and for recruiters.

*A. Internet

B. Virtual job fairs

C. Electronic job market

D. Job referral social networking

27. Limitations of an electronic job market includes the following but one:

A. Posted résumés and employer-employee communications are usually not encrypted

B. Some people do not use and do not have access to the Internet

C. Confidentiality and data protection cannot be guaranteed

*D. Can discover a large number of job openings

28. Operates the "Make Me Move" service (free) that allows users to see for what price you would be willing to sell your home without actually putting it on the market.

A. Craigslist

*B. Zillow

C. Facebook

D. Twitter

29. How much is an average fee of a full-service broker per trade.

*A. $100–$200

B. Between $1 and $15

C. $15–$30

D. None of the above.

30. Also known as cyberbanking, and virtual banking.

A. Virtual banks

B. P2P Lending

C. Bank of America

*D. E-banking

31. A system that enables people to conduct financial transactions from a smartphone or other wireless mobile device is called:

A. Imaging Systems

*B. Mobile Banking

C. E-payments

D. None of the above

32. Social TV is

A. The delivery of TV content via the Internet by video streaming technologies.

B. A media management software by Apple that includes an online store for buying music and other media.

*C. An emerging social media technology that enables several TV viewers who are in different locations to interactively share experiences

D. Audio content transmitted live via the Internet.

33. The most profitable B2C model and it accounts for a large percentage of Internet use.

*A. Adult Entertainment

B. Internet TV

C. Internet Radio

D. Social Television (TV)

34. Which of the 4 is not one of the three major types of social TV.

A. Using a second screen while watching TV or using another communication device.

B. Having an on-screen experience where information is displayed directly within the TV.

C. Using a personal computer or mobile device to watch TV shows.

*D. None of the above.

35. It enables people to identify potential mates and contact them, usually via the service's e-mail or chat functions.

A. Internet Gaming

B. Online banking

C. Online food ordering

*D. Online dating

36. _____ are gateways to webstores and e-malls.

A. Stamps online

*B. Shopping portals

C. Shopping robots

D. "Spy" Services

37. Ratings or reviews can also be generated by domain experts and appear in different online publications.

A. Bloggers post reviews

B. Customer ratings and reviews

*C. Expert ratings and reviews

D. Conversational marketing

38. Three of the following are must-have online tools for shoppers except:

A. Shop Advisor

B. Price Rewind

C. RedLaser

*D. Price Forward

39. Refers to the removal of an intermediary that is responsible for certain activities between trading partners.

A. Reintermediation

B. Niche Markets

C. Distribution costs

*D. Disintermediation

40. ____ refers to the case in which online sales damage the well being of an existing channel partner.

A. Price conflict

*B. Channel conflict

C. Channel agreement

D. Delivery time

41. ____ applications enable citizens to ask questions of government agencies and receive answers, pay taxes, receive payments and documents, and schedule services.

*A. Government-to-citizens

B. Government-to-government

C. Government-to-citizens

D. Government-to-business

42. ____ refers to activities where the government sells products to businesses or provides businesses with services and vice versa.

A. Government-to-Employees

B. Government-to-citizens

*C. Government-to-business

D. Internal Efficiency and Effectiveness

43. A special category of e-learning is called:

*A. M-learning

B. E-Training

C. E-Books

D. None of the above

44. Three are benefits of E-Learning except:

A. Education

B. Flexibility

C. Cost reduction

*D. Fear environment

45. Online universities where students take classes from home via the Internet is called:

A. E-Learning

*B. Virtual universities

C. Traditional universities

D. None of the above

46. _____ has been coined to describe the learning, training, and knowledge sharing in social networks and/or facilitated with social software tools.

A. Innovative teaching

B. Education

C. Expert knowledge

*D. Social learning

47. Three are capabilities that may facilitate learning but one:

A. Connect learners in a learning project.

B. Have learners provide social support to each other

*C. Protection of intellectual property.

D. Build the know-how of experts.

48. Visual Interactive Simulation systems provide the following major potential benefits except:

*A. Lengthen learning time.

B. Lower overall training costs.

C. Aid in memorization.

D. Record an individual's learning progress and improve on it.

49. _____ consists of software applications for managing e-training and e-learning programs including content, scheduling, delivery tips, and so forth.

*A. Learning Management System

B. Visual Interactive Simulation

C. Learning on-Demand

D. Electronic Books

50. One of the most effective tools for learning management is:

A. Moodle

*B. Blackboard Inc.

C. Amazon.com

D. Whiteboard Inc.

51. Three, are several types of e-books that can be delivered and read in various ways except:

A. Via Web access

B. Via a general-purpose reader

C. Via a dedicated reader

*D. None of the above

52. E-book sales are exploding due to the following advantages except:

A. Ability to store hundreds of books on a small mobile device

*B. Lower cost to sellers.

C. Portability

D. Easy updating of content.

53. _____ refers to electronic support for business collaboration.

*A. Collaborative commerce

B. Electronic commerce

C. Expert Location Systems

D. Collaboration hub

54. _____refers to a process in which retailers make their suppliers responsible for monitoring the inventory of each item they supply, and determining when to order each item, and how much to order each time.

A. Collaborative commerce

B. Expert Location Systems

*C. Vendor-managed inventory

D. None of the above

55. ____ refers to electronic transactions completed between and among individuals.

*A. Person-to-Person

B. Classified Ads

C. Electronic commerce

D. Personal Services

SPPU MBA 2019 Pattern

106 Digital Business

Question Bank: MCQ

5. Digital Business Applications - II:

1) Online travel services generate income from commissions, advertising fees, lead-generation payments, subscription fees, site membership fees, etc.

a) commissions,
b) advertising fees,
c) subscription fees
d) all of the above

2) The _____ market is huge, use all the online travel services. Companies can enable employees to plan and book their own trips to save time and money.

a) corporate travel
b) individual travel
c) personal travel
d) seasonal travel

3) The _____ connects job seekers with potential employers.

a) job market
b) online job market
c) personal consultation
d) referral program

4) Both recruiters and job seekers are moving to a new recruiting platform—the online social networks such as:

a) LinkedIn
b) Facebook
c) Twitter
d) all the above

5) _____ are other new strategies for quickly finding qualified candidates at a reduced cost.

a) Virtual job fairs
b) Placement agencies
c) Advertisement
d) None of the above

6) **E-health** is the transfer of health resources and health care by electronic means. It encompasses areas:

   a) The delivery of health information, for health professionals and health consumers, through the Internet and telecommunications.
   b) Using the power of IT and e-commerce to improve public health services, (e.g., through the education and training of health workers)
   c) The use of e-commerce and e-business practices in health systems management.
   d) **All of the above**

7) One of the earliest applications of e-health was the electronic medical (EMR) record system. The objective is to enable accessibility to patient medical records

   a) from any location
   b) from other cities
   c) from other countries
   a) **all of the above**

8) Large numbers of patients' services are available today due to advances in _____ applications.

   a) **EMR**
   b) MRI
   c) CT Scan
   d) X Ray

9) Many applications exist from travel reservations to ensuring safety in hotel rooms.

   a) wireless hotspot solutions, food safety checks,
   b) parking lot management, asset location and management,
   c) guest services, safety, and security on the premises,
   d) **All of the above**

10) Certain goods, such as software, music, or news stories, can be digitized and delivered over the Internet known as _____

   a) **Digital Product**
   b) Offline product
   c) Both of the above
   d) None of the above

11) Internet TV is the delivery of TV content via the Internet by video streaming technologies such as:

a) Netflix
b) Amazon Prime
c) Hotstar Disney
d) All of the above

12) Social TV has several unique characteristics:

a) The possibility of discovering new video content and sharing this discovery with friends.
b) Most social TV activities are done in real time by watching content and commenting on it to others, even if the viewers are in different locations.
c) Social TV allows people to connect in a unique way, with other people who share the same interests.
d) All of the above

13) In the digital distribution of music and video offered to consumers the ability to download songs and videos from _____.
a) Apple iTunes
b) YouTube
c) Spotify
d) All of the above

14) A _____ is a video multiplayer game played on the Internet, mostly in social networks or in virtual worlds. Gamers can play against computers or against each other.

a) **social game**
b) offline game
c) physical game
d) none of the above

15) _____ are similar to episodic series on TV.

a) Web series
b) News
c) Movies
d) None the above

16) The drivers of the popularity of mobile games is:

a) Increasing spread of mobile devices.
a) The inclusion of games in social networks, and particularly on Facebook.
b) The availability of free games online.
c) All of the above

Prof. Ujjval More   www.dimr.edu.in

17) Online shopping can be easier when done from your smartphone or tablet.

a) Smartphone
b) Tablet
c) Laptop
d) All of the above

18) A large number of social networks are fully or partially dedicated to entertainment.

a) Netflix
b) Amazon Prime
c) Hot Star Disney
d) All of the above

19) The most popular games each attract tens of millions of players on Facebook's are:

a) Candy Crush Saga
b) Farm Ville,
c) Criminal Case
d) All of the above

20) _____ is a media management software by Apple that includes an online store for buying music and other media.

a) **iTunes**
b) Google Play
c) None of the above
d) Both of the above

21. _____means being everywhere, especially at the same time.
A. Convenience and capabilities
*B. Ubiquity
C. Localization
D. Interactivity.

22. The support of vehicles in order to minimize downtime and increase effectiveness, efficiency, and utilization is called:
A. Warehouse management
B. Field mobility
C. Direct store delivery (DSD) route accounting
*D. Fleet mobility

23. Three are benefits of Organizations except:
A. Facilitates CRM and collaboration.
B. Expedites information flow to and from mobile employees.
C. Enables many enterprise applications
*D. Allows for higher, noncompetitive pricing.

24. Three are Benefits for Individuals and Customers except:
A. Expedites banking and financial services.
B. Provides a choice of mobile devices for transactions.
*C. Reduces employee training time and help desk resources.
D. Increases affordability over the cost of using desktop computing in some countries.

25. _____ is a mobile phone with Internet access and PC-like functionality (such as iPhone).
A. Tablets
*B. Smartphone
C. Smart Glass
D. None of the above

26. Frequently referred to as text messaging, or simply texting, the technology supports the transmittal of short text messages (up to 140 to 160 characters) between wireless devices is called:
A. Voice portal
*B. Short message service
C. Multimedia messaging service
D. Global positioning system

27. _____ is the technology protocol that enables Internet browsing using mobile devices.
*A. Wireless Application Protocol
B. Voice Portal
C. Interactive voice response (IVR) systems
D. Personal digital assistant

28. _____provides very short-range device-to-device wireless connections (a distance up to 60 feet).
A. Municipal Wi-Fi networks (WMAN)
B. Wireless local area network (WLAN)
C. WiMAX
*D. Personal area networks

29. This developing technology is supposed to replace the WiMax.
A. Wireless wide area networks
*B. LTE (Long Term Evolution)
C. Wireless local area networks and Wi-Fi
D. Personal area networks

30. Describes the conducting of banking activities via a mobile device.
A. Real Estate Mobile Transactions
B. Mobile Stock Trading
*C. Mobile Banking
D. Traditional Banking

31. _____ refers to mobile applications used by companies to improve the operations of the employees, facilities, and relevant supply chains within the enterprise and with its business partners.
A. Real Estate Mobile Transactions
*B. Mobile enterprise
C. Mobile Banking
D. Traditional Banking

32. Collaboration activities conducted on smartphones, tablets, and other mobile devices, enabling users to improve their performance is called:
A. Mobile enterprise
B. Transportation Management
C. Real Estate Mobile Transactions
*D. Mobile collaboration

33. _____ is the clear leader in the digital distribution of music and video.
A. Samsung
*B. Apple
C. Twitter
D. Facebook

34. According to Knight, _____% of gamers play more on mobile devices than on PCs.
A. 46%
B. 32%
C. 82%
D. 51%

35. Three are drivers of the popularity of mobile games except:
A. The streaming of quality videos is improving.
B. The inclusion of games in social networks, and particularly on Facebook.
C. The ability of vendors to generate money from ads attached to games.
*D. Technological decline for downloading complex games.

36. _____ refers to the use of location finding systems such as GPS-enabled devices or similar technologies.
*A. Location-based m-commerce (l-commerce)
B. Electronic Commerce
C. WIFI
D. LTE (Long Term Evolution)

37. Location-based m-commerce mainly includes three possible activities except:
A. Location
B. Tracking
*C. Managing
D. Timing

38. The network(s) that transfers user requests to the service providers, and then transmits the reply to the user is called:
A. Data or content provider
B. User
C. Opt-in application
*D. Mobile communication network

39. The ability to find the location of a user who is connected to the Web via a mobile device is
A. Global Positioning System
B. Tracking
*C. Geolocation
D. Real-time location systems

40. A group of sensors distributed throughout a particular that monitors and records environmental conditions and analyzes the collected data is called:
*A. Sensor network
B. Smart Sensor
C. Mobile Sensor
D. Virtual Sensor

41. _____refers to e-commerce transactions delivered via social media.
A. Social Enterprise
B. Social media marketing
C. Social business
*D. Social commerce

42. Three are tools for online communication except:
A. Instant messaging
B. VoIP and Skype
*C. Social network services
D. Text chat

43. Three are tools for individuals except:
A. Personalization
*B. Wikis
C. Customization
D. Search

44. Is used by an increasing number of companies to conduct several social media and social commerce activities inside the enterprises
*A. Social Enterprise
B. Social media marketing
C. Social commerce
D. Social business

45. Three are benefits to customers except:
*A. Vendors get free word-of-mouth marketing
B. Customers are exposed to special deals for large savings.
C. It is easy for customers to use the technology.
D. Social commerce fits the mobile device lifestyle well.

46. _____ a business that embraces networks of people to create business value
A. Social commerce
B. Social media marketing
*C. Social business
D. Social Enterprise

47. _____ describes the method of doing business that meets the customer's needs, and by which a company generates revenue and creates value.
A. Social commerce
*B. Business model
C. Social business
D. Social media marketing

48. Three are goals for social businesses except:
A. Enable an effective workforce
B. Accelerate innovation
C. Deepen customer relationships
*D. None of the above

49. _____is a method of shopping where shoppers enlist friends and other people they trust to advise them on what products to shop for.
A. Social Shopping
*B. Communal shopping
C. Group Buying
D. Social Commerce

50. Three are drivers of social commerce except:
A. A large number of people visiting social networks attracts advertisers
B. The need to compete (e.g., by differentiation) and to satisfy the social customer
C. The ease of communicating with friends in real-time using Twitter and smartphones
*D. The need to disagree with business partners

51. These people work on their own and do not like to be influenced.
*A. Self-sufficients
B. Seekers.
C. Mavens.
D. Unclassifieds.

52. _____ are created by users who can be experienced consumers, experts, or employees.
*A. Guides.
B. Journals of products and their use
C. Online discussions
D. Visual Sharing

53. Three are Common Features in Communities and Forums except:
A. User forums
*B. Marketplaces
C. User galleries
D. Q&A forums

54. _____ is a large comprehensive social shopping community and network.
A. DJdoodleVILLE
*B. Kaboodle
C. Polyvore
D. Listia

55. _____ that allows people to send real-life presents to their friends.
A. Virtual gifts
B. Social auctions
C. Wanelo.
*D. RealGifts.

56. _____ is an emerging economy existing in several virtual worlds, where people exchange virtual goods frequently related to an Internet game or to a virtual business.
A. Social Economy
B. Virtual goods
*C. Virtual Economy
D. P2P Lending

57. _____ refers to a word-of-mouth (WOM) method by which people tell others (frequently their friends) about a product they like or dislike.
*A. Viral marketing
B. Geosocial Networks
C. Viral Blogging
D. Viral Videos

58. any video that is forwarded from one person to others, sometimes with a recommendation to watch it is called:
A. Viral marketing
*B. Viral Video
C. Viral Blogging
D. Geosocial Networks

59. A customer service approach that focuses on building long-term and sustainable customer relationships that adds value for both the customers and the merchants.
*A. Customer relationship management (CRM)
B. Social customer relationship management (SCRM)
C. Mobile Advertising
D. None of the above

60. ____refers to any point of interaction a customer has with a brand or seller.
*A. touch point
B. Traditional CRM
C. Customer relationship management (CRM)
D. Social customer relationship management (SCRM)