

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**
- ▶ Engineering
- ▶ Building

Ref: PAGE # 129

Brick-and-Mortar vs. Click-and-Mortar businesses

These two terms refer to the **offline** and the **online businesses**, respectively. Where a company is doing its business both online and offline, there is often the problem of lack of proper integration between the two different channels of business.

Note: Offline business = Brick-and-Mortar

And Online Business = Click-and-Mortar businesses

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**

▶ E-business

▶ Opt-in e-mail

Ref: PAGE # 133

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

Question No: 3 (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.

Ref: PAGE # 136

One major goal of CRM is to establish a long-lasting relationship between a company and its customers. 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**

▶ Data mining files.

Ref: PAGE # 136

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**

▶ data mining

▶ log files and cookies.

Ref: PAGE # 136

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

Ref: 1st Assignment solution provided by instructor.

Switches operate at the Data Link or second layer. **Switches are "intelligent" hubs.**

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")**
- ▶ ("Hello World")
- ▶ "Hello world"

Ref: PAGE # 57

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
```

```
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**
- ▶ 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**
- ▶ <?xml version="1.0"?>
- ▶ <XML>

Ref: PAGE # 76

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**
- ▶ None of these

Ref: PAGE # 113

All individuals capable of issuing electronic checks will have an electronic check book device. An electronic check book device is a combination of secure **hardware** such as a smart card and appropriate **software**.

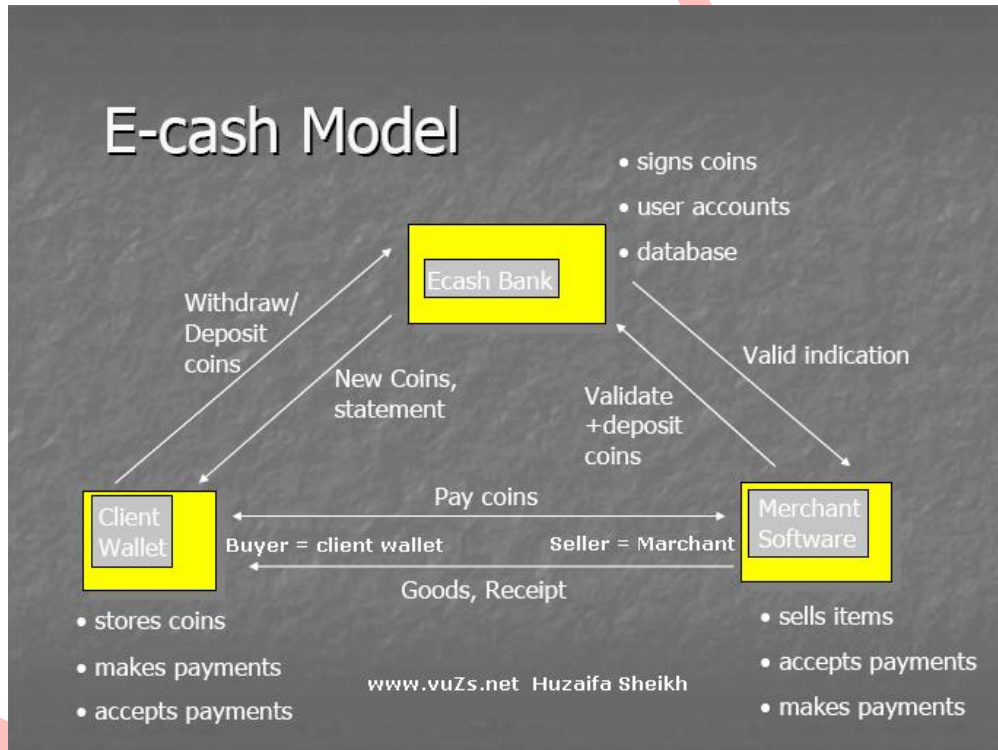
Question No: 12 (Marks: 1) - Please choose one

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

Ref: PAGE # 117

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



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

Which of the following Barriers to International E-Commerce?

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

Ref: **PAGE # 163**

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**
- ▶ Roll up

Ref: **PAGE # 146**

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**
- ▶ Data Integration
- ▶ Data Transformation

Ref: 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: 16 (Marks: 1) - Please choose one

Support activities in Value Chain model includes

- ▶ Finance and Administration
- ▶ Human Resources
- ▶ Technology Development
- ▶ **All of these.**

Ref: PAGE # 152

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

You define a method using

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

- ▶ obj-method

Ref:

<http://bytes.com/topic/javascript/answers/857483-using-event-handler-call-obj-method-within-method>

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

Which currency is used in e-cash Payment system?

- ▶ Dollar
- ▶ **Coin**
- ▶ Penny
- ▶ Cent

Ref: PAGE # 116

Buyers and merchants, both, have accounts in the E-cash bank. Buyers withdraw **coins** against their account and store them in e-cash wallet software (Cyber wallet) on their computer.

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** (correct) 100%

Ref: 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**
- ▶ Characterization
- ▶ Clustering

Ref: PAGE # 143

Association:

Association analysis is the discovery of association rules showing attribute-value conditions that occur frequently together in a given set of data. It is widely used for market basket analysis. For example, where we are recording sales of a big shopping store in databases, then 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: 21 (Marks: 1) - Please choose one

Electronic banking is also known as _____.

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

Ref: 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**

Ref: 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**
- ▶ Personal Information Privacy and Electronic Defamation Act
- ▶ Personal Information Privacy and Electronic Defamation Act

Ref: PAGE # 183

Personal Information Protection and Electronic Documents Act, 2000 (PIPEDA) is the federal law in Canada in this regard. In 1998

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**
- ▶ Plentiful
- ▶ None

Ref: PAGE # 176

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**
- ▶ Acceptance and Rejection
- ▶ Approval and consideration
- ▶ None

Ref: PAGE # 178

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.**

Ref: PAGE # 27

The form data is shipped to the URL specified by the <form> tag's action attribute.

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

E-cash coin consist of three parts or elements that are _____.

- ▶ serial #, key version and r(binding factor)
- ▶ **serial #, key version and serial no(SK)**
- ▶ serial #, serial no(SK) and r(binding factor)
- ▶ none of above

Ref: PAGE # 116

Coin = Serial#, key version, { Serial #} SK

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**
- ▶ Operating System
- ▶ Device Drivers

Ref: PAGE # 137

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**

Ref: 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

▶ 4

Ref: PAGE # 165

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