**E-Commerce (unit-I-unit-IV)**

**1) Fist Virtual Holdings** is the first USA merchant services in Dallas for card Processing Services.

**2)** For Business payments v use **ACH Credit Transfers**

**3)** The VAN service provider with extensive X.400 electronic mail interconnections is **AT &T**

**4)** The VAN service provider Combines the Domestic Packet Switching Services is **British Telecom**

**5)** Electronic Purses which replaces the Money **Electronic Money**

**6)** Convergence is driven by **Entrepreneur (or) Increasing low cost Components**

**7)** The supply chain mgmt includes the **Supplier** mgmt function to enable global companies to

manage their money in various foreign exchanges

**8)** The supply chain mgmt includes **the Payment** mgmt function to link the company and the suppliers & distributions

**9)** The supply chain mgmt includes **the Inventory** Mgmt function to shorter the order – ship –bill cycle

**10)**The supply chain mgmt includes the function to improve the Communication flow of information among the **Sales Force productivity**

**11)**The supply chain mgmt includes the **Channel** mgmt function to quickly discriminate info about changing operational conditions to trading partners

**12)**The supply chain mgmt includes **the Distribution** Mgmt function to move doc related to shipping

**13)**The **QUBE Cable** N/W offered polling services games viewer conferences and limited access to data banks

**14)**The property of e-cash that it should not be easy to copy and transfer being **security exchanged**

**15)**In MIME specifications the header field **MIME ver**. Header labels a msg as MIME format

**16)**In MIME specifications the header **field Content type** Header specifies the data types with in a msg

**17)**In MIME specifications the header **field Content Transfer** encoding specifies the encoding used to get the msg

**18)Multimedia servers** is a h/w and s/w combination tht converts raw data into usable info and then out this info where and when users need it.

**19)**The criteria essential for consumer oriented e-com to hav a viable market place which has organized a mechanism for resolving disputes among buyers and **sellers is resource for disgruntled buyers**

**20)**The criteria essential for consumer oriented e -com, in which buyers and sellers need to be able to haggle over conditions **Negotiation & Bargaining**

**21)**The criteria essential for consumer oriented e-com to hav all the pieces of work together so tht info can flow seamlessly **Seamless Interface**

**22)**The criteria essential for consumer oriented e-com in which not only the users buy or sperlold ucts or services **Opportunity for Independent evaluations & for customer dialogue and discussion**

**23)**The criteria essential for consumer oriented e-com to get a critical mass of Critical**, mass of Buyer & Seller**

**24)**The criteria essential for consumer oriented e -com in which consumer can make requests for products and services not currently offered and hav a reasonable expectations tht some one will turn up with a proposed offering meet tht request **new products and Services**

**25)Old EDI** refers to the current practice of automating the exchange of info pertinent to the business activity

**26)Open EDI** provides a frame wok where 2 potential trading partner can whip out an sEtrDuIc t ure for their potential partnership in the short time frame tht it takes them to draw up & negotiate the legal contents

**27)Prodigy** offers PC based home banking via online service

**28)**E-comm. vehicle created by integrating video and audio **is Movies**

**29)**In new EDI the structure of the interchanges is determined by t**he Programmer who writes Business app. prg**

**30)**EDI benefits for international trade include **Reduced transaction expenditures Improved Service through track and trace purchases Faster customs Clearance Quickness mvmt of imported and exported goods**

**31)**Screen phones are a form o **Smart Card reader**

**32)Interactive EDI** is aimed at starting and completing the Business process using an cohpaennn el of communication b/w the customer & supplier for the period of the Business transactions.

**33)**The mondex electronic currency card is considered as **online electronic comm. payments**

**34)**When a electronic document is challenged, courts will issue based on the **Digital Signature**

**35)Messaging system** combine features of both instantaneous and delayed communications

**36)**Convergence is being driven by the following market **condition Aggressive** regulatory actions

**37)**The **packing Layer** corresponding closely with the non electronic activity of sending a business from one company A to B

**38)**To implement appropriate evidentiary/ admissibility safeguards during the design of a EDI app services **Layer** is required

**39)**The cost where VANs charge session fees based on use of their service is **Usage or variable Costs**

**40)**In OMC after Order receipt and entry activity, v hav **Order Selection and Prioritization**

**41)**In OMC after order Selection and prioritization activity v have **Order Scheduling**

**42)**In OMC after order scheduling v hav Order **Fulfillment & delivery**

**43)**In OMC after order fulfillment **Order Billing and Account management**

**44)**In OMC after order billing & acc mgmt activity v hav **post sales services**

**45)**In OMC after Order planning and order generation activity v hav **Cost Estimation and Pricing\**

**46)**Typical OMC includes 8 diff activities

**47)**The net cheque is considered as **Online E-Comm payments**

**48)**The type of electronic token where the users pay in advance for the privilege of getting info **Debit or prepaid**

**49)Cash** are used to process high volumes of relatively small dollar payments for settlement in one or two business days.

**50)Convergence of Info Access** Device hav the Sophistication to functions as both Computers and television

**51)Translation s/w** sends msgs b/w trading partners inte grates data in to and frm existing computer app and translates among EDI msg standards.

**52)**Terms – mirror Company teletext services called **Gateway**

**53)Computer n/w based** providers are often dial up linkages of lower bandwidth when compares to tele com and cable highway

**54)**Using **transport s/w** vehicles move frm one distribution to another

**55)**Type of purchasing where the need was recognized but the shopper decided in store

**56)**aocnt u al manufac of item to satisfy the need **generally planned Purchases**

**57)EDI** is electronic transfer frm computer to computer of commercial and admis data using on agreed standard to structure and EDI msg

**58)**Electronic cash is buyed on cryptographic sys called **Digital Signatures**

**59)**The property of E-Cash tht if must be storable and retrievable **Reterievability**

**60)A Digital Central Bank** guarantee on stmt removes the insolvency test frm the sys bbacnozk s will more readily assume credit risks frm other banks

**61)**IN legal status of EDI msg contract law the mode in which the parties are face to face or use a instantaneous communication medium such as telephone etc **Instantaneous Communication**

**62)**IN legal status of EDI msg contract law the mode in which the offers or acceptances transmit via telegram and probably electronic messaging systems communicated and operable upon receipt is **Delayed non USPS**

**63)**IN legal status of EDI msg contract law the mode in which the mail box rule provides tahctc e patsa n ce communicated via UPS mail is effectively communicated when dispatched **Delayed USPS**

**64)**Info brokerages are needed for **Comparison Shopping**

**65)Mercantile Process** design interaction models b/w consumer & merchants for Online Commerce

**66)**The type of purchases when the shopper was reminder of the need by some store influence **reminder process**

**67)**The type of purchases where the need was recognized on entering the store and the shopper bought the exact item **Specifically Planned Purchases**

**68)**The type of purchases where the need was not recognized on entering the store Entirely **Unplanned Purchase**

**69)**The type of purchases where the need was recognized but the shopper decided in store on the actual manufacture of the item to satisfy the need **Generally Planned Purchase**

**70)**The supply chain mgmt includes the **distribution** mgmt function to make doc related tsoh ip ping

**71)**Medium for solving the consumer loneliness is **Online Computer Services**

**72)**Consumers who buy products quickly **Impulsive Buyers**

**73)**Consumers who do sub stained research before making decision **Analytical Buyers**

**74)**Who purchase after making the comparisons **Patient Buyers**

**75)MIME** dictates how multimedia msg attachment

**76)Convergence** requires removing the barriers b/w the telecommunication, broadcasting, computing to facilitate interoperability.

**77)Semantic Layer** describes the business application tht is driving EDI.

**78)**Type of electronic token where the server authenticates the customers & verifies with the bank tht finds are adequate before purchase **Credit or Postpaid**

**79)**V N’s **electronic mail** box is a s/w feature in to which a user deposits EDI transactions t&h e n retrieves those msgs whe n convenient

**80)**Private label credit card is considered as u **retailing payments**

**81)Multimedia content** & n/w Publishing building block is used for creating a product and a means to communicate about it

**82)Trading Partners** are a customer’s & suppliers with whom business is conducted

**83)Goal of new** EDI is to produce standardization at the document processing leveling tchoen t ext of a business work flow rather than the document interchange level

**84)Electronic token** are designed as electronic analogs of various forms payments backed by a bank

**85)Organizational Search process** is determined in part by market characteristics and by certain aspects of a firm present buying medium

**86)**3rd party processing the customers acc number and funds are verified by **OTTP Payment Server**

**87)**Pillar which supports all ecomm applications to dictate the nature of info publishing, new interfaces & transport in the internet of compatibility across the entire n**/w Technical standards**

**88)**Pillar which supports all ecomm applications to govern such as universal access privacy and info pricing **Public Policy**

**89)**OTTP will not debit the buyers acc until it receives **Confirmation of Purchase Completion**

**90)EDI** developed in 1960’s

**91)Messaging and Info Distribution** is determined in part by market characteristics and cbeyr t ain aspect of firms present buying situation

**92)Social** interactions were also promoted by the introduction of 800 toll free num

**93)**DigiCash considered as **Online E-Comm Payment**

**94)**Major benefit of JIT and EDI is streamlined **Cash Flow Copyright**

**95)Multimedia** Convergence applies to the conversion of the voice, data, image etc into digital content

**96)**Cost where V N’s charge sessions fees based on use of their Services is **Usage or Variable Costs**

**97)**Content produced by the Entertainment produces is **Cartoons**

**98)VAN** is a 3rd party service provides tht manages data communications n/w for business tht exchanges E-data with other business

**99)**Pivotal medium for solving consumer loneliness’s **is interactive TV**

**100) EDI** is the transmission in a standard syntax of unambiguous info of business or ssitrgantiefgicica n ce b/w computers of independent Organizations

**101)** Fee for each log on to the VAN n/w is **Session Fee**

**102)** in home bank services , the intermediate services include **Household Budgeting**

**103)** Category of credit card payment on the online n/w in which the company collects & approves payment frm one client to another is **payments using 3rd party verification**

**104) EFT** utilizes computer & te lecommunication components both to supply & transfer Money or financial assets

**105)** Credit authorization is processed at **Point of Sale** terminals using dial up telephone access in to TPP n/w

**106)** preventing the mistakes in electronic payment system require improvement in the **Legal**

**107) Wireless based** operators are typically radio based –cellular satellite and light based infrared.

**108)** Business can exchange data by hooking into a **VAN**

**109) Digital Central bank** must develop policies to deal with credit risk possibilities

**110)** Digital signatures must meet the **Legal Standards** of hand written Signatures

**111) Soflads** electronic brouchers are a multimedia replacement for mail paper and diskette

brouchers used in business to business marketing arena

**112) Slippage** a Commercial term for theft fraud ar misplacement

**113) Multimedia** can be considered as both fuel and traffic for ecommerce app

**114) TDI encompasses** transaction such as purchase orders involves and acknowledged

**115)** In business Process Model the prepurchase Preparation phase includes **Search & Discovery for a set of products**

**116)** Opening a Acc with VAN **incurs Acc start UP** costs

**117)** Bank 2 bank transfer is considered as **banking & Financial payment**

**118) Net Cheque** will include s/w for which & depositing checks independent of other Application **Bank cheque** is instruments for debt transfers where the payer collects funds frm payers

**119) Electronic Fund Transfer** are credit transfer b/w banks where funds floe directly frm tphaey e rs bank to payee’s bank

**120) First Virtual Holdings** is the first USA merchant services in dollars for card Spreorcveicsesisn g

**121) Freight forwarders** acts as middlemen for supplier and Consumer

**122)** The content produced by broadcast television is **Game shows**

**123)** In Edi msgs **Transaction Set** is equivalent to business Document

**124) Video Servers** are an imp link b/w Content providers and transport providers

**125)** E-payment sys keep automatic records which hav the **permanent storage** feature

**126)** Caller paid 900 Service known **as Audio Text**

**127)** In Home banking serv the basic serv are related to **Personal Finance**

**128)** In Home banking serv the intermediate Services include **House Hold Budgeting**

**129) Just in Time** is viewed as an integrated mgmt sys consisting of a no of diff mgmt Practices dependent on the characteristics of Specific plants

**130)** Mail box rule is used in **Delayed** type of communication

**131)** A **VAN** is a communication n/w tht typically exchanges RDI msgs across trading partners

**132) Common business** services building block is used for facilitating the buying and selling

**133)** Company tht exchanges EDI data with a trading partner tht subscribes to a different van will pay **VAN – VAN Interconnect Cost**

**134) Cross Media Convergence** refers to the integration of various industries entertainment, publication and communication media based on multimedia content

**135)** Wrapping of X.400 header around an EDI header and data is **Double Bagging**

**136)** Cold calls means:-**Sending personalized e-mails to customers**

**137) Order 2 delivery** cycle frm the merchant perspective has been managed with an eye toward standardization and cost

**138) Privacy** must be maintained against eaves dropper on the n/w & against unauthorized insiders

**139)** Content produced by the computer s/w is **s/w program** Content produced by the print Publishing is **books**

**140) Convergence of Transmission** compresses & stores digitized info

**141) Knight Ridder newspaper** Chain delivers bews, banking shopping and other Interactive Services via Computers

**142) Info High way** building block is used for providing the high way system along which all e - commerce must travel

**143) Block Financial** provides electronic banking services for the VISA members banks

**E-Commerce (unit-V- unit-VIII)**

**1.What we have to do with workflows to improve coordination within the enterprise.**

a. Reconstructing **b. Reengineering** c. Remodeling d. Reforming

**2.Customization focus on which of the following issues.**

**a. time to market for flexible operation** b. production scheduling time to market

c. flexible operations production scheduling d. lean production scheduling

**3.The integration of the enterprise information and C/S systems connecting corporatedatabases, workers and task via the networking infrastructure called as \_ \_ \_ \_ \_ \_\_.**

a. information utilization **b. cross functional system.**

c. workflow management d. internal information systems

**4.The information architecture depends on \_ \_ \_\_ \_ \_ \_ \_ \_ \_.**

a. protocols in hardware b. protocols in software

**c. protocols in h/w, s/w & telecommunications** d. protocols in telecommunications

**5.What do you mean by ``information''in business organization. .**

a. customer data b. production data **c. corporate data** d. industrial data

**6.What is the asset to gain competitive advantage.**

**a. infrastructure** b. architecture c. paradigm d. differentiations

**7.In which of the following we can see the genesis of cross functional system .**

a. work flow management b. product or service customization

c. internal commerce **d. supply chain management**

**8.Competitive differentiation mainly focuses on the \_ \_ \_ \_ \_**

**a. corporate information** b. information systems c. system builders d. information architecture

**9.Public commerce is built on which of the following foundation.**

a. HTTP b. XML c. HTML **d. WWW**

**10.What is the acronoym for CRS.**

a. computer research systems **b. computerized reservation system**

c. common research system d. computer resonance system

**11.What are the key ingredients missing from the vertical organization.**

a. market, supply, product b. customer, market, supply

**c. product, process , customer** d. product, process, market

**12.What is major draw back of the vertical organization.**

**a. does not provide corporation between department** b. lacks a channel to facilitate the information

c. lowers the level in hierarchy d. poor performance

**13.What is virtual corporation.**

a. closely coupled downstream with its suppliers and upstream with its customers

**b. closely coupled upstream with its suppliers and downstream with its customers**

c. closely coupled downstream with its products and upstream with its customers

d. closely coupled up stream with its products and upstream with its customers

**14. Internal commerce can be made by \_ \_ \_ \_ \_ \_ \_ \_**

**a. global market place** b. total quality management

c. business process reengineering d. broad macro forces

**15.Reengineering can occur when \_ \_ \_ \_ \_ to \_ \_ \_ \_ % of work processes are altered.**

a. 60-70 b. 70-80 **c. 70-100** d. 80-100

**16.We use Reengineering to \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Decrease efficiency & quality **b. Increase efficiency & quality**

c. Only to increase efficiency d. Only to increase quality

**17.How the information in the horizontal organization is processed .**

a. at global level b. some times at global level **c. at local level** d. some times at local level

**18.What are the new forms of organizational structure.**

a. vertical organization b. horizontal organization

c. vertical & horizontal organization **d. vertical or network organization**

**19.What is meant by `International'.**

**a. a company office in foreign country** b. a company office within foreign country

c. a company office in state d. a company office in two states

**20.What do you mean by Global market.**

**a. a business in foreign country & true multinational**

b. a business in foreign country & false multinational

c. a business in home country & true multinational

d. a business in home country & false multinational

**21.What is the goal of work flow automation.**

**a. timely, cost-effective** b. to extend the factory

c. to increase the productivity d. to increase the customers

**22.When the number of parties in the work flow increases, the coordination becomes**

a. easy b. sometimes difficult

**c. crucial** d. solvable

**23.Work flow applications can be developed by \_\_ \_ \_ \_ \_ \_**

a. software b. hardware c. hexa ware **d. middleware environment**

**24. Integrating business functions, application program interfaces, and database across departments and grows involves in \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ .**

a. integrated ways to make decisions b. coordination

c. work-flow automation **d. organizational integration**

**25.What is meant by work flow automation .**

a. Manual business task b. Improving the quality

**c. Automating routine business task** d. To provide decision making

**26. The coordination of tasks and other resources throughout the company are the key elements of \_ \_ \_ \_ \_**

a. customer -driven business b. product -driven business

c. profit -driven business **d. market -driven business**

**27.How many tasks are involved in a simple work flow.**

a. only one task b. more than two tasks **c. one or two tasks** d. any no.of tasks

**28.Which is the new tool for the organizational memory.**

**a. corporate digital library** b. organization digital library c. internet tools d. middleware

**29.Work flow software electronically supports \_\_ \_ \_ \_ \_ \_ \_ .**

a. mutual co operation **b. real world collaborative activity**

c. integrating across the business functions d. organizational integration

**30. \_ \_ \_ \_ \_ \_ \_ \_ \_is not an application itself but an environment within which applications can be developed.**

a. software **b. middleware** c. hardware d. work flow coordination

**31.What is needed as the technology to move into products ,the work place and the market place with astonishing speed and thoroughness.**

a. production b. e-commerce **c. customization** d. internal commerce

**32.Which technology is used to eliminate the need for bar -coded labels.**

a. RF tags b. infrared signals **c. radio frequency tags** d. ultra-high speed laser cutters

**33.Which of the following qualities are essential for customization.**

a. only adaptability b. only programmability c. reliability **d. adaptability, programmability and flexibility**

**34.What are the steps taken by the management in customization.**

a. reducing productivity **b. reducing cost and increases the productivity**

c. increases the productivity d. increases the cost

**35. In which of the following customization is used**

a. traditional products b. textiles and clothing

**c. traditional products, textiles and clothing** d. production of cars and planes

**36. RF tags are used in \_ \_ \_ \_ \_ \_ \_**

**a. security** b. flexibility c. adaptability d. programmability

**37.What are sequence of transformations involved in the E-commerce.**

**a. technology->choice ->marketplace** b. choice ->technology-> marketplace

c. technology -> marketplace -> triad choice d. marketplace triad -> choice ->technology

**38.What becomes crucial when the technology provides too many consumer choices.**

a. electronic brokerage **b. customer -driven customization**

c. product driven customization d. market driven customization

**39.What are essential for success in customized service.**

**a. speed and concurrent activity** b. size and speed

c. speed and number of customers d. number of customers and current activity

**40.Why the customization is needed in service industries.**

a. to attracting and retaining market **b. to attracting and retaining customers**

c. increase the products d. differentiating the product

**41.Which of the following is precondition for success in an agile.**

**a. True communication between involved parties** b. A communication between logistics

c. A communication between suppliers d. A communication between manufacturers

**42.What do you mean by supply chain.**

a. The network of computers b. The network of customers

c. The network of supplies **d. The network of suppliers and customers**

**43. The agile manufacturing is used to \_ \_ \_ \_ \_ \_ \_**

a. increase the no of products b. increase quantity

**c. Increase product customization** d. decrease the quantity .

**44.Which of the following is the characteristic of supply chain management. .**

**a. A centralized global business and management strategy with flawless local execution.**

b. Improving existing process by utilizing technology

c. Integrating across the business functions

d. Integrating business functions, application program interface

**45.What are the two primary models of supply chain management.**

a. customer based supply chain vs consumer based supply chain

b. demand based supply chain vs customer based supply chain

c. push based supply chain vs customer based supply chain

**d. push based supply chain vs customer based supply chain**

**46.Which of the following is the primary element of supply chain management.**

a. managers b. customers **c. integrated logistics** d. products

**47. \_ \_ \_ \_ \_ \_ \_ \_ \_ is essential in future that requires new and innovative manufacturing practices.**

**a. Agility** b. Efficient customer response c. Integrated logistics d. Supply chain management

**48.What do you mean by Agile manufacturing.**

a. supplier stressing the quantity **b. consumers and manufacturers are stressing quality**

c. manufacturer stressing quantity d. consumer and manufacturers are stressing quantity and speed

**49.What is the acronym of ECR.**

**a. Efficient customer response** b. Effective customer response

c. Effective consumer response d. Effective consumer research

**50.Which of the following are the components of logistics.**

a. managers b. customers c. raw materials **d. raw materials and goods for sale**

**51.Architecture for supporting internal commerce is classified into \_ \_ \_ \_ \_ \_ \_ \_ \_ areas**

a. 1 b. 2 c. 3 **d. 5**

**52.What are the types of online transactions.**

**a. OLTP and OLAP** b. Only OLAP c. Only OLTP d. OLDB, OLTP

**53.What is the hidden element of E-Commerce.**

a. OLTP **b. OLAP** c. OLD d. OLTS

**54.Digital library is used to access \_ \_ \_ \_ \_ \_ \_ \_\_ \_ \_ \_ \_ information.**

**a. Regarding multimedia** b. Hyper media c. Web media d. External media

**55. The key technologies of DSS represents**

**a. Electronic-commerce** b. Electronic-economics c. Electro-Socio commerce d. Socio commerce

**56.Navigation and retrieval methods locate \_ \_ \_\_ \_ \_ \_ \_ \_ information**

**a. Multimedia** b. Hypermedia c. Non multimedia d. Web media

**57.What comes under OLTP umbrella.**

a. ODI & Consumer order processing **b. EDI & Consumer order processing**

c. MDI & Consumer order processing d. Consumer order processing only

**58. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ is designed as central information repository.**

a. Data bus **b. Data ware house** c. Data Mining d. Data dependent data base

**59.How many types of digital documents exist.**

a. 1 b. 2 c. 3 **d. 4**

**60.What are the standards used for imaging.**

**a. TIFF, ITU-TSS** b. GIFF, ITU-T c. TIFF, JPG d. MPEG, JPEG

**61.Document -oriented computing includes.a. Active documents only**

b. Passive documents c. Complex documents d. All active documents and complex documents

**62. Business wide data ware house represents \_\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Digital library **b. Data library** c. Menu driven library d. Event- driven library

**63. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_is based on publish-andsubscribe mechanism.**

a. User retrieval **b. Proactive deliver** c. Reactive delivery d. Unrelated delivery

**64. Logical data warehouse contains \_ \_ \_ \_ \_ \_ \_\_ \_ \_ \_ to organize data.**

**a. Meta data, business rules, processing logic** b. Used data, business rules, processing logic

c. Refined data, business rules, processing logic d. Used data only.

**65. \_ \_ \_ \_ \_ \_ \_is an standard of ANSI and ISO**

a. SGML b. CDA **c. ODA** d. RTF

**66. SGML supports \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Multimedia b. Hypermedia c. Media Encoding **d. Hypertext and multimedia**

**67. Structured documents represent \_ \_ \_ \_ \_ \_ \_**

**a. Electronic document manipulation** b. Elementary document manipulation

c. Object-Oriented document manipulation d. Event driven document manipulation

**68. Business modeling defines \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ structures.**

a. Internal b. External **c. Internal as well as External** d. Explicit

**69. Exploiting the data in front end involves \_ \_ \_\_ \_ \_ \_ \_ \_ \_ \_ activities.**

a. 1 **b. 2** c. 3 d. 4

**70.Querying, searching & Governing the data means \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_.**

a. data ready for interpreting **b. data ready for analysis**

c. data ready for querying d. data ready for processing

**71.Which of the following creates unwanted expenses as well as annoyance.**

a. TV ad b. Print-media **c. Junk mail** d. Broad cast

**72. The model which refers to information placed where it will come to the attention of**

**customers in the course of other activities that does not require active search is called \_ \_ \_ \_ \_ \_**

a. Catalog **b. Bill-board** c. Endorsements d. TV ad

**73. The model which represents one unique aspect advertising on the internet Where people tell their experiences with products and services Both positive and negative is called as \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Catalog b. TV ad c. Bill board **d. Endorsements**

**74. The place is an unique position to redefine the relationships between Advertisers and consumers is called as \_ \_ \_ \_ \_ \_**

a. Off line market b. On line market c. TV ad d. Print

**75.Which of the following provides as feed-back loop connecting. Company and customer**

a. Pull based **b. Push based** c. TV d. Broad cast

**76.Which of the following marketing achieves adaptability, Flexibility and responsiveness**

a. On-Line marketing b. Off-Line marketing **c. Interactive marketing** d. TV ad

**77.An e-mail message full of promotions engenders fear and loathing in the hearts of users that leads to the most vicious flaming is called \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_.**

a. e-mail **b. unique mail** d. post mail

**78. The marketer is responsible for the costs of direct marketing in \_ \_ \_ \_ \_ \_**

a. Internet world **b. Non-Internet world** c. Marketing world d. Advertising world

**79. \_ \_ \_ \_ \_ \_ \_ \_ advertising is relatively high cost of production, limited exposure time ,short air time.**

a. Print **b. Television** c. Internet d. Mail

**80. The content that includes inquiries, orders buyer support is called \_ \_ \_ \_ \_ \_**

a. Core content **b. Support content** c. Market content d. Internet content

**81. The market strategy for interactive marketing is \_ \_ \_ \_ \_ \_ \_ \_ \_ \_.**

a. Agreed goods b. High volume **c. Targeted audience** d. High moons

**82.Which of the following marketing uses storyboard and desktop Publishing.**

a. Direct marketing b. Interactive marketing **c. Mass marketing** d. On-line marketing

**83. The seller prices that offers the component products or services only as bundles is**

**called \_ \_ \_ \_ \_ \_.**

a. Only component strategy **b. Only bundle strategy**

c. Mixed strategy d. product strategy

**84. The way of managing the business so that each important business decision is**

**made with full knowledge that has its impact on the customer is called \_ \_ \_ \_ \_ \_.**

a. Selling **b. Marketing** c. Advertising d. Browsing

**85. The authors of marketing material of the Interactive marketing are \_ \_ \_ \_ \_ \_ \_ \_**

**a. companies and consumers** b. ad agencies

c. ad agencies and companies d. companies

**86. The bundled as well as individual component products or services are priced and offered as options are called as \_ \_ \_ \_ \_ \_ \_ \_ \_\_ \_ \_**

a. Only component strategy b. Only bundle strategy **c. Mixed strategy** d. Product strategy

**87. The process of reaching the customer using a broadcast or direct mail to influence purchase behavior is \_ \_ \_ \_ \_ \_ \_ \_ \_.**

**a. Advertising** b. Browsing c. Selling d. Marketing

**88.Which of the following marketing uses postal service using mailing lists as distribution channel.**

a. Mass marketing **b. Direct marketing** c. Interactive marketing d. On-line marketing

**89.Which of the following can be intelligently choreographed through promotions.**

a. Market research **b. Market presence** c. Customer prospecting d. Target marketing

**90. Information products will most likely be priced based on**

a. Quality of data **b. Speed of availability** c. A range of prices d. Over night delivery

**91. The approach that distinguishes heavy, medium, light or non users of a product**

**category and after determining the profitability of the product is called \_ \_ \_ \_ \_.**

Demographic b. Benefit or behavioral **c. Volume** d. Business specialization

**92. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_categorizes the market in terms of population charactereristics such as age, sex, income, occupation, race,family size or relation.**

a. Benefit or behavioral approaches` **b. Demographic approaches**

c. Volume approaches d. Business specialization approaches

**93. The approach that divides the market according to how people behave, their attitudes or the benefits they seek is \_ \_ \_ \_ \_ \_\_ \_ \_ \_.**

a. Demographic **b. Benefit or behavioral** c. Volume d. Business specialization

**94. The approach that characterize the market by type or size of industry or institution is called \_ \_ \_ \_ \_ \_ \_ \_**

a. Demographic b. Benefit or behavioral c. Volume **d. Business specialization**

**95.A broad variety of information about the company, product and other related material can be placed in a public area called \_ \_\_ \_ \_ \_.**

**a. Passive interaction via anonymous FTP sites** b. Direct interaction

c. Group dialog d. Video conferencing

**96. The ability to link databases to analytic tools like econometric programs and forecasting modes is called**

a. Data context b. Context organization **c. Data sensing** d. Data analyze

**97. In which advertising the customer is in passive mode.**

a. Non-linear **b. Linear** c. Interactive d. Context

**98. The talk that allows two parties to hold discussion on-line through e-mail or chat is called \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Passive interaction via anonymous FTP sites b. Group dialog

**c. Direct interaction** d. Video conferencing

**99. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_allows communication between company and customers through bulletin boards,news groups and other forums .**

**a. Group dialog** b. Passive interaction via anonymous FTP sites

c. Direct interaction d. Video conferencing

**100. Internet using the multicast back bone facility where several distributed parties can actively participate and monitor product-related activities is called \_ \_ \_ \_ \_ \_ \_.**

a. Passive interaction via anonymous FTP sites **b. Video conferencing**

c. Group dialog d. Video conferencing

**101. Information organization and browsing is accomplished using**

a. Directories b. Catalogs **c. Directories or catalogs** d. Stored files

**102. Software filters are useful to**

**a. Gather metadata** b. Downloading the data itself

c. Build the function to support applications d. Evaluate information

**103. Fundamental goals of e-commerce are**

**a. Availability & accessibility of useful information** b. To avoid irrelevant data

c. To reduce cost of information d. To prevent unauthorized users

**104. The goal of information filtering is**

**a. To select relevant & reduced information** b. To select relevant & expanded information

c. To select relevant information only d. To select required information only

**105. The relevance of retrieved information is a function of**

**a. Time** b. Memory size c. Evaluation speed d. Type of information

**106. Filters can be mainly categorized as**

**a. local, remote filters** b. software, hardware filters

c. based on time consumption for process information d. based on processing speed

**107. Which of the following are not information search and resource discovery paradigms.**

a. Information search and retrieval b. Electronic directories

**c. Electronic devices** d. Information filtering

**108. Local filters works on**

a. PC to a incoming data b. PC to PC

c. Incoming data to PC **d. Between file sharing**

**109. Remote filters works on networks from**

a. PC to database b. PC to PC

c. One database to another **d. Between file sharing**

**110. Which of the following is not a type of indexing method**

a. file level indexing b. word level indexing

**c. directory level indexing** d. cluster level indexing

**111. How does WAIS work.**

**a. Find relevant document based on user's question** b. Prevent unauthorized user

c. It allows to access all documents d. It works on based on directories

**112. The disadvantage of word level indexing is**

**a. Requires a lot of disk space** b. It reduces processing speed

c. It can't find file directory d. Requires a high speed processor

**113. More indexing methods are available for**

a. WINDOWS - based workstation b. APPLE - based workstation

c. OS/2 - based workstation **d. UNIX - based workstation**

**114. The process of searching for text strings can be divided into**

**a. 2-phases** b. 3-phases c. 4-phases d. 5-phases

**115. What does WAIS do**

**a. Let users search the full text of all doc. On server**

b. Let users search the full text of selected doc. On server

c. Let users search the full text of executed doc. On server

d. Allow use to utilize filters

**116. WAIS of type EMWAC has been ported on**

**a. UNIX-based free WAIS**

b. UNIX-based commercial WAIS

c. WINDOWS-based free WAIS

d. WINDOWS-based commercial WAIS

**117. EMWAC stands for**

a. European Microsoft Windows NT Automaton Centre

**b. European Microsoft Windows NT Academic Centre**

c. European Microsoft Windows NT AutomatonCommerce

d. European Microsoft Windows NT Academic Commerce

**118. WAIS is a**

**a. Searching** b. Filter c. Database connecter d. PC tool

**119. Which of the following is not an indexing package**

a. Client-server b. The mainframe based c. The parallel processing **d. The serial processing**

**120. The importance of agent based resourcediscovery is increased when**

**a. Number of sellers increase** b. Number of sellers decrease

c. Number of pages increase d. Not depends on number of pages

**121. Probabilistic information retrieved models are based on**

**a. Probability ranking principle** b. Probability density principle

c. Analysis of statistical function d. Type of information

**122. Boolean model is based on**

**a. The exact match principle** b. The approximate match principle

c. The mismatching principle d. It does not depends on matching principle

**123. The main disadvantage of Boolean method is**

**a. It doesn't allow for any form of ranking of the retrieved document set**

b. It is applicable for only limited set of documents

c. It allows for any form of ranking of the retrieved document set

d. It can not applicable to text messages

**124. Traveling is a**

**a. combination of crawling and traveling** b. search process

c. directory used in web searching d. text message transmission

**125. which of the following is not a program**

a. robots b. wanders c. spiders **d. filters**

**126. Robot and spiders are used to**

**a. Access publicly accessible databases** b. Access privately accessible databases

c. Access globally accessible databases d. Access locally accessible databases

**127. A software agent views the www as a**

**a. graph** b. tree c. node d. page

**128. Which of the following is not a researchers search method**

a. Boolean b. Vector space **c. Arithmetic** d. Retrieval

**129. The standard operations in Boolean model is**

a. OR, XOR & X-NOR **b. OR, AND & NOT**

c. AND, NAND & OR d. AND, NOR & XOR

**130. Multicasting involves passing the same request**

a. By DSA to RSA b. By RSA to DSA

**c. By a DSA to two or more DSAs** d. By RSA to RSA

**131. Catalogs must support product/service bundling .This statement is correct because**

**a. It is applicable** b. It is nor applicable c. It doesn't depends d. It always depends

**132. Example of WPS implementation is**

a. X.800 b. Y.800 **c. X.500** d. Y.500

**133. Which of the following is not a X.500 feature**

**a. Decentralize maintenance** b. Centralize maintenance

c. Searching capabilities d. Simple global name space

**134. The advantage of directories in catalogs is**

a. Makes searching easy b. Used to find particular file **c. Essential for conducting e-commerce**

d. Essential for maintaining a file

**135. Which of the following is a directory type**

a. blue pages b. brown pages **c. yellow pages** d. pink pages

**136. Suppose if we want to buy the car in limited budget, then its information can be got from directories of**

a. Blue pages b. Brown pages c. Pink pages **d. Yellow pages**

**137. Cily key was introduced in 1993 by**

a. Bell Dennis rival **b. Bell Atlantic rival** c. Bell Atlantic committee d. E- laboratories

**138. Goal of X.500 is**

**a. Create a directory for a group e-mail** b. Create a directory for a group e-mails

c. Reducing searching time d. Provide security for e-mail

**139. Filtering system involve in**

a. Kilo bytes of text b. Mega bytes of text

c. Giga bytes of text **d. Giga bytes of text or much larger amount of text**

**140. SDI stands for**

a. Selective document of information **b. Selective dissemination of information**

c. Search data intruders d. Search data innovation

**141. Filtering systems primarily deals with**

**a. textual information** b. documented data c. smart cards d. smart agents

**142. Apple search software can select information by using**

**a. relative ranking algorithm** b. relevance ranking algorithm

c. matrix manipulation algorithm d. smart agents

**143. Example for Mail - Filtering agents**

**a. Apple search software** b. Google search software

c. IBM search software d. Microsoft software

**144. News- Filtering agents can**

a. Service to smart agents **b. Deliver real time online news**

c. Deliver the net information to users d. Stores the real time news

**145. Information filtering is not applicable to**

a. Electronic mail b. Multimedia distributing system c. Electronic office documents **d. Web pages**

**146. Filtering typically involves streams of**

a. Outgoing data **b. Incoming data** c. Processing data d. Documented data

**147. Filtering process used by a. Smart agents**

b. Digital money c. Only centralized system d. E- cords

**148. News filtering services are primarily targeted**

**a. Executives** b. End users c. Business persons d. Agents

**149. Where does the sector oriented disk compression is integrated**

**a. Operating system** b. Cd –Rom c. Floppy disk d. Magnetic disk

**150. CD-ROM disk contains**

a. 1.44mb audio cd,3.5gb video cd **b. 530mb audio cd,4.8video cd**

c. 350 mb audio cd,8.4gb video cd d. 541mb audio cd,5.4gb video cd

**151. What are the two types of compression techniques.**

a. Disk and Archive b. Graphics and Archive

c. Graphics and video **d. Lossy and lossless**

**152. What are the two types of Storage technology.**

a. Magnetic disk, Magnetic tapes b. Floppy disk, Magnetic disk

**c. Disk arrays, CD-ROM** d. Magnetic tapes, Floppy disk

**153. The CD-ROM spiral surfaces contain shallow depressions called \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ and Spaces between indentations called \_\_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Pits and lands b. Plastic and light **c. Hole and lands** d. Pits and lights

**154. Interactive Environment is a key element of**

**a. Electronic commerce** b. Telecom communication

c. Wireless computing d. Active document architecture

**155. The key aspect of multimedia is**

a. Personal computers b. Networks

**c. Digital video** d. Storage systems

**156. The data Compression works by**

a. Manipulating data **b. Eliminating redundancy**

c. Data transmission d. Data Storage

**157. Multitasking means that the server operating system can run**

a. Single program **b. Multiple programs**

c. Only two programs d. Three programs

**158. In multithreaded environment a process is broken into**

**a. Threads** b. Sub process c. Program d. Sub programs

**159. Digital video first appeared in teleconferencing application in the early**

a. 1987 b. 1988 c. 1981 **d. 1980**

**160. What types of problems are solved by Codecs?**

a. Redundancy **b. Storage and Throughput**

c. Data Compression d. Data Transmission

**161. What are the categories of Codec Schemes?**

a. Hardware and Software b. CPU and CD-ROM

**c. Hybrid and software-Based** d. CPU and Software

**162. What are the three Standards of codec?**

a. MP3,CD,DVD **b. JPEG, MPEGI &MPEGII, Cinepak & Indeo** c. MP3, JPEG, Indeo d. CD,MPEGI, cinepak

**163. Digital video is a \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Image b. Frame **c. Binary data** d. Packets

**164. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ is the application of Digital video in Electronic Commerce.**

**a. Digital movie players** b. CD-ROM c. Compiler d. Data Transmission

**165. Expand MPEG?**

a. Multi program execution group b. Moving players entertain group

**c. Moving pictures expert group** d. Media players experts group

**166. The Quality of Decompressed Digital video is measured by**

**a. Pixels per frame** b. Pixels per Packet c. Packets per frame d. Pixels per second

**167. MPEG-2 is used to compress signals for \_ \_\_ \_ \_ \_ \_ \_ \_ \_ \_ \_ video**

a. Multicast-quality b. Multitask-quality c. Digital-quality **d. Broadcast-quality**

**168. Expand JPEG.**

a. Joint picture experts group **b. Joint Photographic experts group**

c. Joint process execution group d. Join picture execution group

**169. MPEG-2 decoder chips provides hardware support for**

a. 700 channels b. 600 channels **c. 500 channels** d. 1000 channels

**170. What are the three Hybrid standards for compression.**

a. MPEG, JPEG, JPEG-1 b. MPEG-1, MPEG-2, MPEG-3

**c. JPEG, MPEG-1, MPEGI** d. MPEG-4, JPEG-1, MPEG-II

**171. Quantization manipulates the data and compresses string by using \_ \_ \_ \_ \_ \_\_ \_ \_**

**a. Run length encoding technique** b. Discrete cosine transformation technique

c. Cinepak and Indeo technique d. Huffman encoding technique

**172. What are the two types of compressions**

**done in a video sequence?**

a. Image, Video **b. Interframe, Intraframe** c. Cinepak, Indeo d. Cinepak, Interframe

**173. JPEG is used to compress \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Video to cd's b. Video in real time **c. Still Images** d. Audio

**174. Cinepak is widely used for distributing movies on**

a. MP3-Players b. DVD-Players **c. CD-ROM** d. Digital television

**175. The Major Player that used in video Conferencing is**

**a. Indeo** b. Digital movie Players c. CD playback d. Cinepak

**176. What are the two ways of JPEG used in digital video?**

a. MPEG1,MPEG2 b. MPEG3,MPEG4 c. JPEG,MPEG4 **d. JPEG,MPEG**

**177. MPEG-1 used in commercial chips allows users to play \_ \_ \_ \_ \_ \_ \_ \_ \_video**

**a. MPEG-1** b. MPEG-2 c. MPEG-4 d. JPEG

**178. Interframe compression generates compressed frames called \_ \_ \_ \_ \_ \_ \_ \_**

a. Key frames **b. Delta frames** c. Bit frame d. Packets

**179. \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ are essential for digitizing the incoming video for use in video conferencing.**

**a. Video capture boards** b. Video accelerators c. Graphic Accelerators d. Video processing

**180. Video for windows has its own set of compression/decomposition drivers called \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Cinepak b. Indeo c. JPEG **d. Codecs**

**181. What products can be integrated into the pc to improve the ability to carry Multimedia?**

a. Video ASIC b. Chips **c. Chips and board product**

**182. What should a pc have to handle digital video.**

a. Video telephony b. Video games c. Professional Video editing **d. Digital-video engine.**

**183. What is the desktop component needed for digital video processing and production .**

a. CD-ROM b. compact disk **c. microphones** d. operating system

**184. What are the two types of accelerator boards?**

a. audio , graphics b. audio , video c. video and graphics **d. text,audio**

**185. Quick time is a set of \_ \_ \_ \_ \_ \_ \_ \_**

a. Hardware programs **b. Software programs**

c. CPU programs d. Network programs

**186. Cross-Platform development is the process of \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Formatting b. Manipulating **c. Compressing** d. Transmitting

**187. One of the digital-video engine is \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. VRAM b. VESA **c. Apple Quick time** d. VGA

**188. Quick time file offers \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**\_ \_**

**a. device independence** b. redundancy c. data compression d. data transmission

**189. Desktop Video conferencing is gaining momentum as \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**a. Communication tool** b. Transmission media c. Operating systems d. Document conferencing

**190. The architecture of tele or video conferencing using ISDN is found in \_ \_ \_ \_ \_\_ \_ \_ \_**

a. Digital cameras. b. Video games. **c. Video phones.** d. Digital movie players

**191. The image quality delivered by H .261 iscalled as \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Data compression. b. Video compression.

c. Bandwidth. **d. Graceful degradation.**

**192. By using reflectors cu- seeme allows \_ \_ \_ \_\_ \_ \_ \_ \_ \_ \_ \_ \_**

a. Many - one broadcast. b. One- one broadcast.

**c. One- many broadcast.** d. Many - many broadcast.

**193. What are the factors that made desktop conferencing a viable solution for business and personnel communication.**

a. Data Transmission ,compression, audio **b. Price, standards, Compression**

c. Audio, video, digital cameras d. Records, players, compression.

**194. What are the types of desktop video processing.**

a. VRAM,VESA b. POTS,VRAM **c. POTS, ISDN** d. VESA, ISDN.

**195. What are the two video conferencingprograms.**

**a. Cu-see me, MBone.** b. Video phones, digital cameras.

c. Cu-see me, digital players. d. MBone, video phones.

**196. Data conferencing is a form of \_ \_ \_ \_ \_ \_ \_\_ \_ \_ \_ \_ \_**

a. video processing b. compression c. data transmission **d. screen sharing**

**197. The white board data are \_ \_ \_ \_ \_ \_ \_ \_ \_ \_\_**

a. dynamic b. application sharing **c. static** d. interactive files

**198. Creative labs uses a codec called \_ \_ \_ \_ \_ \_\_ \_ \_ \_ \_ \_**

**a. Vector adaptive transform processing** b. Video, audio transform processing.

c. Vector audio telephonic processing. d. Video adaptive transform processing