

Model Paper

M. Com.

Part –II

Course Code: MC-604

Course Title: Introduction to E-Commerce

OBJECTIVE PART

Time Allowed: 30 minutes

Marks :20

Note: Question 1 is compulsory; attempt any 4 questions from the following, each question carry equal marks.

Q1. Multiple Choice Questions:

1. The revenue model of “Google” is?

(a) Transaction revenue model (b) sales revenue model (c) subscription revenue model (d) affiliate revenue model

2. Which one is not from the 8 key elements of business model?

(a) Ubiquity (b) value proposition (c) revenue model (d) market opportunity

3. Revenue from making a transaction?

(a) Sales revenue model (b) transaction revenue model (c) affiliate revenue model (d) subscription revenue model

4. The area in the marketplace in which you think you can compete?

(a) Realistic market opportunity (b) niche market (c) market share (d) competitive market

5. Using competitive advantage to achieve more advantage in the market is called?

(a) Aggregation (b) viability (c) leverage (d) Asymmetry

6. There is a tradeoff between?

(a) Personalization and customization (b) ubiquity and Global reach (c) Richness and Reach (d) density and asymmetry

7. The complexity and content of message is termed as?

(a) Ubiquity (b) richness (c) Asymmetry (d) leverage

8. Technology which enables internet users to share files and computer resources directly without having to go through a central web server is called?

(a) Bit torrent (b) utorrent (c) both a & b (d) Peer to peer

9. Which one is not the characteristic of Web1.0?

(a) Display simple pages (b) communication among experts (c) Email and file transfer (d) social networking

10. One world, one place, one price is known as -----where the price, cost and quality information is equally distributed

(a) Globalization (b) Bertrand market (c) disintermediation (d) network effect

11. Which of the following is reason for unfair competitive advantage?

(a) Complimentary resource (b) monopoly (c) asymmetry (d) Human Resource (e) both b & c

12. Which one of the following is not a characteristic of friction free e-Commerce?

(a) Fair price (b) fair market demand and supply (c) network effect (d) disintermediation (e) transparent information world wide

13. Which one of the following complimentary resource you think is most likely to be inimitable?

(a) Quality (b) First Mover advantage (c) Human Resource (d) technological resource

14. The Amazon.com is an example of?

(a) Business 2 Business e-Commerce (b) Consumer 2 Consumer e-Commerce (c) Consumer 2 Business E-Commerce (d) Business 2 Consumer E-Commerce

15. The revenue potential in each of the market niches where you can compete

(a) financial potential (b) Realistic market opportunity (c) budgeted revenue (d) expected market share

16. A business model having powerful web search tool as well as integrated package of content and services in one place and which focused around particular subject matter is called

(a) portal (b) horizontal portal (c) vertical portal (d) vortal (e) both c & d

17. Metro traditionally operates physically but now they also have decided to take order from the customers online, the new transformed model will termed as:

(a) Bricks and Clicks (b) bricks and Mortar (c) Vortal (d) E-Tailer

18. Which one is the example of E-Tailer?

(a) Amazon (b) Wal-Mart (c) Gourmet in Pakistan (d) Google

19. The Revenue model of service provider is?

(a) Service revenue model (b) subscription revenue model (c) transaction revenue model (d) sales revenue model

20. Human expression that can be put into a tangible medium such as text, CD or on the web is termed as?

(a) tangible assets (b) intangible assets (c) intellectual property (d) complimentary assets

GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD

MODEL PAPER

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SUBJECTIVE PART

Time allowed: **02:30** Hours

Marks :80

Q2. Enlist 7 steps of Digital signature, Draw a diagram how digital signature work? How public key encryptions achieve authenticity and non-repudiation?

Q3. Briefly explain the 6 Dimensions of E-Commerce Security? Also write a note on DOS Attack and DDOS Attack?

Q4. Briefly explain the eight features of E-Commerce?

Q5. Write a Comprehensive note on Malicious Code, Unwanted Programs, Hacking and Cyber vandalism and Phishing?

Q6. Briefly explain the B2B E-Commerce Model? Provide a practical example for each?

Q7. Write a Comprehensive note on Consumer Behavior Models?