

[Time:2.30 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
 2. Figures to the right indicate full marks.
 3. Working note should form part of main answer
 4. Draw neat Labelled diagram, wherever required

Q. 1. A. Select the most appropriate option (Any 8 out of 10)

08

1. In a _____ transaction, the interaction is between business?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. SEO
2. _____ is a marketing function and has a strong impact on marketing strategies
 - a. CRM
 - b. E-commerce
 - c. Hardware
 - d. computer
3. RAM is a _____ memory.
 - a. Non-Volatile
 - b. Volatile
 - c. Software
 - d. Hardware
4. _____ is a device that helps the computer to communicate with other devices
 - a. NIC
 - b. Hub
 - c. Switch
 - d. Modem
5. What is the primary purpose of the World Wide Web (WWW)?
 - a. To provide access to databases
 - b. To serve as a platform for online social networking
 - c. To allow the sharing of information across the internet
 - d. To create online transactions
6. Which of the following is an example of a Business-to-Consumer (B2C) model in eCommerce?
 - a. eBay selling to other businesses
 - b. Amazon selling products to customers
 - c. A wholesale supplier selling to retailers
 - d. Alibaba facilitating transactions between suppliers and retailers
7. Which technology is primarily used for encrypting data sent over the internet to ensure secure online transactions?
 - a. HTTPS
 - b. HTTP
 - c. FTP
 - d. SMTP
8. What does the term "drop shipping" refer to in eCommerce?
 - a. The act of selling products without maintaining inventory
 - b. A type of electronic payment system
 - c. The delivery of digital products directly to customers
 - d. A method of advertising products online
9. What is the main difference between a "search engine" and a "web directory"?
 - a. A search engine categorizes websites, while a directory indexes them.
 - b. A search engine uses algorithms to return relevant results, while a directory organizes websites by category.
 - c. A search engine requires a subscription to access, while a directory is always free.
 - d. A search engine provides email services, while a directory does not.
10. Which of the following is NOT a common method of payment in eCommerce?
 - a. Credit/Debit Cards
 - b. PayPal
 - c. Cryptocurrency
 - d. Cash on Delivery (COD)

- Q. 1. B.** True or False (Any 7 out of 10) **07**
1. E-Business is the process of conducting business on the internet
 2. Charts in MS Excel help us to present data in graphical form
 3. We cannot change the bullet colors in MS Word
 4. The World Wide Web (WWW) and the Internet are the same thing.
 5. The primary purpose of a search engine is to store and index the data on the internet
 6. HTTP stands for Hyper Text Transfer Protocol and is used to send encrypted data.
 7. A "cookie" on a website refers to a small piece of data stored on a user's computer to track their browsing activity.
 8. The term "digital marketing" only refers to the use of email campaigns.
 9. Web directories are automated tools that rank websites based on user preferences.
 10. A payment gateway acts as a bridge between the buyer and the seller to process payment transactions.
- Q. 2. A.** Explain the main computer components with examples? **15**
- OR**
- Q. 2. B.** What is a Software & what are different types of software? **15**
- Q. 3. A.** How to create a document in MS Word and save it? Explain Mail Merge? **15**
- OR**
- Q. 3. B.** What are the features of MS Excel? How can we create formulas in MS Excel? **15**
- Q. 4. A.** Explain Search Engine Optimization & basic principles in search engine? **15**
- OR**
- Q. 4. B.** Explain levels of E-commerce? What are the requirements for E-commerce? **15**
- Q. 5. A.** Write a short note on peer-to-peer architecture? **08**
- Q. 5. B.** Define web browsers with example? **07**
- OR**
- Q. 5. C** Short Notes: Attempt (Any 3 out of 5) **15**
- 1) IP address
 - 2) Web Crawler
 - 3) Phishing
 - 4) Blockchain
 - 5) E-Market

*****END*****