

M.com Sem 2 ATKT

E-Commerce

Following questions are indicative

1. SET stands for
2. _____ risk tends to arise from violations of or non-compliance with rules, regulations and prescribed practices.
3. According to the B2B business model, organizations sell their product to an _____
4. Consumer-to-Consumer (C2C) type e-commerce involved all electronic transactions of goods or services conducted between _____
5. Benefits of E-commerce are
6. Who is the person or organization who wants to register the domain name
7. _____ Payment is defined as a financial exchange that takes place online between buyers and sellers
8. What refers to exchange of data or business documents between two or more businesses using a standardized electronic format, without human intervention.
9. According to the B2B business model, organizations sell their product to an _____
10. _____ marketing includes the product descriptions, other content on site pages, images, social media channels, videos, blogs, articles, testimonials, reviews et
11. Activities that support commerce electronically by networked Connections.
12. PPC stands for-----
13. ----- is an example of social media.
- 14) the benefits of e-commerce are
- 15) SEO stands -----
- 16) EDI stands for -----.
- 17) A service that links the shopping cart to the financial networks involved with the transaction.
- 18) An online journal which is updated on regular basis.
- 19) A kind of "address" that is unique and used to identify to each resource on the Web is called a
- 20) Which is a web browser.

- 21) Which is about how easy it is for people to take action and move around the websites.
- 22) E-CRM enables the organization to enter, store and access vital information about
- 23) The process where a product or a service is marketed on the internet.
- 24) Marketing is a promotional strategy wherein organizations attempt to negotiate with retailers to sell their products.
- 25) The software used by the sellers to keep a track that what the customers are buying through the internet or the website before proceeding to the checkout is called
- 26) Who is the founder of e-commerce giant Amazon.
- 27) Expand HTML
- 28) Disadvantages of e-commerce are
- 29) A network of interlinked documents found online.
- 30) A form of electronic wallet.
- 31) An analytic activity that involves sifting through an immense amount of data to discover hidden patterns.
- 32) As per the B2C business model, companies are selling their products directly to a
- 33) Following are the benefits of E-commerce
- 34) A computer software program that indicates the number of visitors, or hits, a particular webpage has received.
- 35) URL stands for
- 36) The cost to build and implement an adequate e-commerce website.
- 37) SET stands for
- 38) What are techniques of B2C e-commerce companies use to attract customers?
- 39) Which is not a function of E-commerce.
- 40) What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
- 41) Which type of products is lesser purchased using e-commerce?

42. Which of the following refers to creating products tailored to individual customers?
43. What type of ad appears on top of a web page?
44. A combination of software and information designed to provide security and information for payment is called a what?
45. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood?
46. Which factor determines when your IT system will be available for knowledge workers to access?
47. The laws governing the virtual world of internet are termed as.
48. Repeated acts of harassment or threatening behaviour of the cybercriminal towards the victim by using internet services.
49. Which of these involves changing data prior or during input into a computer.
- 50) A tool used to protect a trusted network from an untrusted network, usually while still allowing traffic between the two.
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Macroeconomics Concepts and Applications

1. Product method of calculating national income is also known as:
2. Transfer payments refer to payments, which are made:
3. National Income differs from Net National Product at market price by the amount of:
4. $GDP_{MP} = GDP + \text{_____}$:
5. National Income doesn't include:
6. Which of the following is not correct ?
7. In GNP calculation which of the following should be excluded?
8. Which is not an injection to the circular flow of Income and expenditure model?
9. Which of the following formula is correct to calculate GNP Deflator?
10. Which one of the following is NOT one of the dimensions to the Human Development Index?
11. Which one of the following is NOT one of the indicators for the Human Development Index dimensions?
12. The Phillips curve states that
13. The intersection of aggregate demand and aggregate supply helps to determine
14. The slope of Aggregate demand curve and aggregate supply curve are

15. Persistent and appreciable rise in general level of average prices is called as
16. The measure of rate of inflation is
17. The value of HDI index can vary between
18. The index showing loss in human development due to inequality between female and male is
19. The Phillips Curve is a graphical depiction of the
20. If inflationary expectations increase, the Phillips curve will
21. An increase in aggregate demand when the economy is operating at full capacity is likely to result in
22. Other things equal, a given change in money supply has a larger effect on demand the
23. The trade-off between inflation and unemployment is shown by _____
24. Which of the following curve shows the goods market equilibrium
25. On which side of the following curve there is excess supply in the goods market
26. IS curve has a _____ slope
27. Which of the following will shift the IS curve to it left?
 28. Which of the following will shift the LM curve to its right?
 29. At the point where IS and LM curve intersect each other which of the following market will be in equilibrium?
 30. In which of the following case, LM curve is horizontal?
 31. Which of the following policy brings out the crowding out effect ?
 32. In what slope of IS curve the crowding out effect of fiscal policy is nil?
 33. In what slope of LM curve the crowding out effect of fiscal policy is complete?
 34. If the expansion in monetary policy is larger than the fiscal expansion what will happen to the interest?
 35. If the expansion in fiscal policy is larger than the monetary expansion what will happen to the interest?
 36. Devaluation results in
 37. Devaluation is successful if sum total of export-import demand elasticities will be

38. Deflation through expenditure adjusting measures
39. To correct deficit in BOP monetary policy requires to adopt
40. To correct inflation and deficit, both monetary and fiscal policy must be
41. To improve BOP deficit interest rate should be
42. Easy monetary policy leads to
43. Contractionary fiscal policy leads to
44. What refers to lowering the value of currency by government with respect to the SDR or US Dollar?
45. The devaluation will improve the trade balance of devaluing country if the sum of the elasticities of demand for its exports and its imports is
46. If devaluation of rupee leads to an increase in domestic prices, what will be the effectiveness of the devaluation in correcting the deficit in balance of payments
47. According to which approach for the devaluation to improve the trade balance income must rise and/or absorption must fail?
48. The tendency of a nation's trade balance to deteriorate before it improves following a devaluation is called
49. Which is not the assumption of Marshall- Learner condition
50. Which one of the following is not the effect of devaluation

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Research Methodology

Sample Questions

1. _____ refers to population of interest for the purpose of research
2. _____ research is also called as pure or fundamental research.
3. _____ is a tentative proposition formulated to determine its validity.
4. In _____ Questionnaire the respondent can answer in his own words and the way which he likes.
5. Which of the following is non-probability sampling?
6. If the organization collects the data from its own records to take a certain decision is known as _____ resources.
7. _____ is a process of skilfully organization of data for the purpose of data Analysis and interpretation
8. The Concept of standard deviation was developed by _____
9. The Spearman Rank-Correlation test requires that the _____
10. In reference, _____ System uses sequential numbers in the text, either bracketed or superscript or both
11. _____ Hypothesis states that there is no relationship between two or more variable
12. _____ test is used to prove hypothesis of smaller sample
13. _____ refers to previous research studies, reference books and other publish resources
14. _____ research helps to solve practical problem
15. _____ refers to grouping of data under different categories for the purpose of data processing
16. _____ is the tool to collect data from respondent when interview is conducted
17. APA citation Full form is _____
18. _____ means the report must be written briefly
19. _____ means relationship between two or more variables
20. _____ is an indirect and impersonal method of conducting survey
21. _____ of data refers to analysis and generalization of results
22. In _____ Questionnaire there are simple questions without any segments and in _____ questionnaire there are simple questions without any codification
23. _____ precautions might be taken while interpretation of the data
24. The main step in research design are _____
25. _____ sources of data collection consumes less time and efforts to gather the data
26. _____ is the difference between maximum and minimum value in a series of data
27. _____ system uses sequential numbers in the text
28. _____ establishes values for acknowledging sources used in research

29. Match the Columns

A	B
Dispersion Measure	Goodness of fit
Coefficient of correlation	Coefficient of Range
Karl Pearson	Spearman Rank
F test	Standard Deviation
Chi square	George Snedecor

30. _____ is the specific kind of bar graph where intervals are equal

A

- A. Simple Random Sampling
- B. Systematic Sampling
- C. Cluster Sampling
- D. Stratified Sampling

B

- 1. Divided into segments
- 2. Area Sampling
- 3. Calculated on basis of total Population
- 4. Equal Chance of being Selected

31. _____ refers to value of a variable which occurs most frequently

32. _____ is the type of bar chart that illustrate a project schedule

33. Mean, Median and Mode are :

34. Which of the following is the first step in starting the research process?

35. Random sampling is helpful as it is _____

36. _____ is a preferred sampling method for the population with finite size.

37. What is a characteristic of a hypothesis

38. One of the most critical stages in the survey research process is

39. Full form of CMS is _____

40. Full Form of MLA is _____

41. _____ is cited in alphabetical order and not in Chronological order

42. _____ research is also called as fundamental research

43. _____ is layout of the research report

44. _____ is a collection of statistical models used to analyse the difference between group means and their associated procedure

45. _____ are the stages in data processing

46. _____ method is mostly used in the case of scientific research study

47. _____ source of data collection consumes less time and effort to gather the data.

48. _____ is a spreadsheet application

49. _____ referencing is known as Harvard referencing

50. _____ is the relative measures corresponding to standard deviation