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**QUIZ – 1: E-BUSINESS SYSTEMS (MCA-225)**

**Enrollment No. and Name:** ... ..

**Time:** 15 Minutes

**Maximum Marks:** 15

1. A primary component of the business model is the ... ..
  - a) value proposition
  - b) revenue model
  - c) revenue streams
  - d) target market
2. In the early days, businesses evolved over the Internet were ... ..
  - a) transaction-focused
  - b) content-centric
  - c) revenue-specific
  - d) subscription-focused
3. DBLP (the most comprehensive computer science bibliography information) is based on ... ..
  - a) Information Exchange Model
  - b) Freeware Model
  - c) Information Content Model
  - d) Infomediary Model
4. PC Part Picker (website for people who want to build their own computers) is an example of ... ..
  - a) Affiliate Model
  - b) Infomediary Model
  - c) Advertising Model
  - d) Information Content Model
5. Companies that offer white papers, or expert articles containing valuable advice, to website visitors is an example of ... ..
  - a) Affiliate Model
  - b) Infomediary Model
  - c) Information Exchange Model
  - d) Information Content Model
6. The ... .. is based on the premise of lowering the interaction cost to consumers during the process of searching for suitable products/services and prices.
  - a) infomediary model
  - b) advertising model
  - c) information content model
  - d) information exchange model
7. With ... .., the manufacturer as a direct seller to the customer, through the web, offers numerous advantages in the area of customer support and service, product marketing, and fulfillment of guarantees.
  - a) digital products merchant model
  - b) electronic store model
  - c) manufacturer model
  - d) None of these
8. The National e-Governance Plan (NeGP) was formulated in year ... ..
  - a) 2009
  - b) 2008
  - c) 2006
  - d) 2004
9. ... .. is a form of e-commerce used by companies to sell and deliver products online.
  - a) Mobile commerce
  - b) Digital commerce
  - c) Traditional commerce
  - d) Electronic business
10. Which of the following is considered as the next-generation or revised form of e-commerce?
  - a) M-Commerce
  - b) D-Commerce
  - c) E-Governance
  - d) None of these
11. A model where a seller can sell items without keeping them in stock is called ... ..
  - a) Digital Products E-Commerce
  - b) Dropshipping E-Commerce
  - c) Physical Product E-Commerce
  - d) Retail E-Commerce
12. ... .. describes how a business will work in view of value generation.
  - a) Revenue model
  - b) Business model
  - c) Marketing model
  - d) None of these
13. Which of the following is an important component of business model?
  - a) Target Market
  - b) Cost Structure
  - c) Key Metrics
  - d) All of these
14. Internet business models are divided in to ... .. categories.
  - a) 3
  - b) 4
  - c) 5
  - d) 6
15. Which of the following refers to web marketing strategies?
  - a) E-mail marketing
  - b) Viral marketing
  - c) Search engine positioning
  - d) All of these