

Chapter -5

Introduction to M – Commerce

1. Mobile commerce also known as _____.
a) **M-commerce** b) M- com c) M-COM d) E-commerce
2. M-commerce provides the user with the advantage of.....
a) flexibility b) ubiquity c) Authority d) **Both a and b**
3. Banks allow their customers to access a/c balance, stock quotes etc. via mobile phones, these services is know as.....
a) mobile Banking b) M-Banking c) Banking d) **Both a or b**
4. The stock market services offered via mobile devices is knows as
a) **Mobile Brokerage** b) M-Brokerage c) Brokerage d) E-com
5. Mobile devices have limited computingtype of capacity.
a) power b) memory c) storage d) **All of these**
6. Give some example of Entertainment services which can cater to a large number of mobile users.
a) Pay-per-download b) pay-per-event
c) on subscription basis d) **All of these**
7. Application of “Union Bank of India” is know as..... in android market.
a) **umobile** b) unionmobile c) unomobile d) All of these
8. With more and more wireless handheld dives there are significant opportunities for the growth of which type of sector?
a) **M-commerce** b) Banking c) E-commerce d) Commerce
9. Location base searching is known as
a) M-commerce b) **L-commerce** c) E-commerce d) Traditional com
10. Which is the most accurate in determining a mobile device's position?
a) GPRS b) **GPS** c) GPR d) GSPR
11. Locate a point GPS utilize how many satellites to create an intersecting point.
a) 4 b) **3** c) 2 d) 1
12. Locate a mobile GPS utilize 3 satellites, these technology is known as _____.
a) Interrelationship b) **Triangulation** c) angulation d) Angle
13. If the GPS signal is weak or blocked then mobile device can use the signal from whom?
a) cell towers b) Wi-Fi hot spots c) Broadband d) **Both a and b**
14. Using which technologies the location based services track the user's current location.
a) GPS b) **Map** c) Single d) GPRS

15. On the maps, current location of user is indicate by which color pointer?
 a) **Blue** b) Red. c) Green d) Yellow
16. At the time of payment in M-commerce, which information transmitted to the merchant server.
 a) Credit card number b) personal details c) Id number d) **Both a and b**
17. From which, the merchant server sends user's information to the issuing bank for authorization?
 a) **Payment gateway** b) Process gateway c) progress d) None of these
18. How many important aspects are there for security of E-commerce or M-commerce websites?
 a) 1 b) 2 c) **4** d) 3
19.protects the data from private attacks and ensures that the message is not revealed or leaked to anyone as it travels to the destination.
 a) **Confidentiality** b) Integrity c) Authorization d) Non-repudiation
20. Which helps in protecting the confidential data like credit card number?
 a) Integrity b) **Confidentiality** c) Authorization d) Non-repudiation
21. Which ensure that the receiver should receive the same message as was sent by the sender.
 a) **Integrity** b) Confidentiality c) Authorization d) Non-repudiation
22.ensures that only authentic users are allowed to use the system. The login and password is one way to achieve authentication.
 a) Integrity b) Confidentiality c) **Authorization** d) Non-repudiation
23.usually accomplished via digital signatures or a Trusted Third Party.
 a) Integrity b) Confidentiality c) Authorization d) **Non-repudiation**
24.code is one that causes damage to a computer or system.
 a) **Malicious** b) D-code c) Code d) De-code
25. Which code can either activate itself or be like a virus requiring a user to perform an action.
 a) Cyber b) **Malicious** c) D-code d) De-code
26. Which program is like tapping the telephone wire and recording the conversation.
 a) **sniffer** b) DoS c) Spoofing d) Cyber vandalism
27. In which the users are flooded with thousands of messages that create traffic problem on network.
 a) Sniffer b) **Denial of service attack** c) Spoofing d) Cyber vandalism
28. In which an attacker replaces the website's original content with his / her own content.
 a) **Cyber vandalism** b) Spoofing c) Spoofing d) Cyber vandalism

29.is an example of integrity violation.
 a) **Cyber vandalism** b) Sniffer c) Spoofing d) De-code
30. In which an attacker can create a fake website?
 a) Sniffer b) **Spoofing** c) Cyber vandalism d) De-code
31. In **spoofing** all the user's visiting to the real site will then be redirected to the fake website.
 a) Sniffer b) **Spoofing** c) Cyber vandalism d) De-code
32. Once a system is infected by, it will spread by attaching to other programs and files.
 a) **Virus** b) De-code c) Coding d) Language
33.spread to other systems by taking control of the users email and sending out copies of itself to those in the users contacts list.
 a) **Virus** b) De-code c) Coding d) Language
34. The most commonly used network protection barrier between the company's network and the outside world is a.....
 a) **Firewall** b) Anti virus c) Virus d) Worm
35.is a device which placed between the network and the Internet to monitor and control the traffic between the company's LAN and outside world.
 a) **Firewall** b) Anti virus c) Cyber d) CPU
36. With a....., we can assure the business organizations, online services and friends that the electronic information they receive from us are authentic.
 a) certificate b) **Digital Certificate** c) water mark d) Secret key
37. The third party who issues certificates is known as a.....
 a) **Certification Authority (CA)** b) Certificate
 c) Certification Author d) Author
38. Which is used to encrypt and decrypt a message?
 a) **Secret key** b) Firewall c) Antivirus d) Code
39. Which of the following protocol provides the authentication of the merchant or shopper who using a digital certificate?
 a) IDE b) **SSL** c) FSL d) SET
40. Which of the following protocol is used for securing web transactions on the internet?
 a) IDE b) **SSL** c) FSL d) SET
41. Which company developed SSL protocol?
 a) **Netscap** b) Apple c) FSL d) SET
42. The secured site address starts from
 a) **https://** b) http:// c) http// d) ftps://

57. Through what , the processor are connected to the E- Commerce website of the merchant?
 a) **Payment gateway** b) Payment PayPal c) PayPal d) Settlement
58. Credit card companies use which security system to make online transactions secure?
 a) SSL b) **SET** c) FTP d) HTTP
59. Which type of card is a kind of payment card that transfers fund directly from the consumer's bank account to the merchant.
 a) **Debit card** b) Credit card c) Smart card d) Payment card
60. Which card store 100 times more information than the normal cards?
 a) **Smart card** b) Debit cards c) Credit card d) RuPay card
61. Which entities are data centers which perform the credit card transaction and settle funds to the merchant?
 a) **Processors** b) Payment gate way c) Process d) Authentication
62. Which entity passes the information to the processor, which contacts the issuing bank for the verification of the information?
 a) **Payment gateway** b) Payment PayPal
 c) Processor d) Authentication
63. Which entity sends the payment details to the issuing bank of the customer?
 a) **Processors** b) Payment gate way
 c) Process d) Authentication
64. Which card have a microchip embedded in their surface?
 a) **Smart card** b) Debit card c) Credit card d) Charge card
65. Which card does not carry any spending limit?
 a) Smart card b) Debit card c) Credit card d) **Charge card**
66. Which means transferring money from one bank account to another electronically?
 a) **EFT** b) Net banking c) SET d) NFT
67. In which card customer is not required to provide the credit / debit card number while making a payment?
 a) **E- wallet** b) Net Banking c) Manual banking d) PayPal
68. Which of the following card payment mechanism launched by NPCI (National Corporation Of India) ?
 a) **RuPay** b) Credit card c) Debit card d) Smart card
69. Who launched E- wallet scheme for the customers to make online booking easier?
 a) **IRCTC** b) State Bank of India c) Airways d) Charge Card

70. Which of the following is the transformation of encrypted text back into normal text?

- a) **Decryption** b) Digital Certificate c) Firewall d) Virus

71. Which security system is used by major credit card companies to make online transactions secured?

- a) **Secure Electronic Transfer** b) Portable Electronic Transfer
c) General Electronic Transfer d) Cash Electronic Transfer

Text Book Exercise

1. Which of the following refers to buying and selling of goods or services through the use of Internet enabled wireless devices?

- a) **M- Commerce** b) Internet c) M-banking d) WWW

2. Which of the following is the technologies which provide the location information for business purpose?

- a) E-commerce b) M-commerce c) **L – Commerce** d) Traditional Commerce

3. Which of the following stands for GPS?

- a) **Global Positioning System** b) Global Postal System
c) Grand Positioning System d) Google Positioning System

4. Which of the following security aspect refers to the secrecy of the information so that unauthorized user cannot read it?

- a) **Confidentiality** b) Integrity c) Non-repudiation d) Authorization

5. Which of the following security aspect ensures that the information must not be accidentally or maliciously altered or tampered in transit?

- a) **Integrity** b) Integrity c) Non-repudiation d) Authorization

6. Which of the following security aspect ensures that the only authentic users are allowed to use the system?

- a) Integrity b) Integrity c) Non-repudiation d) **Authorization**

7. Which of the following security aspect ensures that the sender of the message cannot deny that he / she has sent the message?

- a) Integrity b) Integrity c) **Non-repudiation** d) Authorization

8. Which of the following is a program uses Internet to record information that passes through a computer or router in transit from sender to receiver?

- a) **Sniffer** b) Denial of service attack c) Malicious code d) Spoofing

9. Which of the following is an attack used to shut down a machine or network, making it inaccessible to its intended users?

- a) Malicious code b) **Denial – of – Service** c) Spoofing d) Cyber Vandalism

10. Which of the following is known as electronic defacing of an existing website pages?

- a) **Cyber Vandalism** b) Denial-of-service c) spoofing d) Malicious code

11. Which of the following is pretending to be someone you are not, or representing a website as authentic when it is actually a fake?
 a) **Spoofing** b) Malicious code c) Cyber vandalism d) Denial-of-service
12. Which of the following is a computer program that detects, prevents and takes action to remove the malicious codes like virus, worms and trojan horses from the infected system?
 a) **Antivirus software** b) Digital certificate c) Firewall d) Cryptography
13. Which is the transformation of normal text known as “plain text” into unreadable or secret text known as “cipher text” using encryption algorithm?
 a) **Encryption** b) Firewall c) Antivirus software d) Digital certificate
14. Which is the transformation of encrypted text back into normal text?
 a) **Decryption** b) Firewall c) Digital certificate d) Virus
15. Which of the following is protocol used for securing web transactions on the Internet?
 a) TCP/IP b) HTTP c) SET d) **SSL**
16. Who developed SSL protocol?
 a) Google b) **Netscape** c) Yahoo d) Firefox
17. Which of the following starting address indicates that site is secure by SSL protocol?
 a) http:// b) ssl:// c) **https://** d) http-ssl://
18. Which of the following provides the author with a tool to protect his / her original work from being used or taken by others without permission?
 a) Trademark b) **Copyright** c) Digital Watermarking d) Steganography
19. Which of the following is a specific logo, mark, word, symbol, design, phrase or image which is used by an individual or a company to distinguish a product or services from that of others in the market?
 a) **Trademark** b) Copyright c) Digital watermarking d) Steganography
20. Which of the following is the symbol for trademark?
 a) TM, MT, © b) **TM, SM, and ®** c) TM, MS and ® d) TM, S< and (C)
21. Which of the following is the process of hiding information within other information?
 a) Squatting b) **Steganography** c) Name changing d) Copyright
22. Which of the following is a digital code inserted into a digital image, audio or video file which can identify the file's copyright information?
 a) Image mark b) Digital Mark c) Code mark d) **Water mark**

23. Who issue the credit card and guarantees the payment to the merchant?
a) Merchant b) **Issuing Bank** c) Acquiring bank d) Customer
24. Which of the following payment card has a microchip embedded in its surface?
a) **Smart Card** b) Debit card c) Credit card d) Charge card

Full forms

- 1) SET - **Secure Electronic Transfer**
- 2) EFT - **Electronic Funds Transfer**
- 3) NPCI- **National Payments Corporation of India**
- 4) PDA – Personal Digital Assistant
- 5) ATM – Automatic Teller Machine
- 6) SSL – Secure Socket Layer
- 7) CA – Certification Authority
- 8) DoS – Denial-of-Service
- 9) TTP – Trusted Third Party
- 10) GPS – Global Positioning System
- 11) IRCTC – Indian Railway Catering And Tourism Corporation Limited
- 12) TM –Trade Mark
- 13) SM – Service Mark