

63/1 (SEM-4) COM SE 4022 (SEC 2)

2 0 2 2

COMMERCE

Paper : SEC-2

(E-commerce)

Full Marks : 50

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct answer of the following :

1×5=5

(a) Amazon comes under which of the following models?

(i) B2B

(ii) B2C

(iii) C2C

(iv) C2B

(b) In an e-mail, @ is used. It represents

(i) domain name

(ii) sender's name

(iii) recipient's name

(iv) None of the above

(2)

(c) Transferring files from a local computer to remote computer is called as

- (i) downloading
- (ii) transferring
- (iii) uploading
- (iv) surfing

(d) EFT stands for

- (i) Emerging Financial Transfer
- (ii) Electronic Fund Transfer
- (iii) Electronic Financial Transfer
- (iv) Emerging Fund Transfer

(e) Which is a major problem with e-commerce?

- (i) Interactivity
- (ii) Security
- (iii) Availability
- (iv) Accessibility

2. Answer the following questions : $2 \times 5 = 10$

- (a) Write two differences between Internet and Intranet.
- (b) Define Firewall.

(3)

(c) Write any two advantages of encryption.

(d) What do you mean by EDI?

(e) What are search engines? Name any two search engines on Internet.

3. Answer any *five* of the following questions :

$5 \times 5 = 25$

(a) Briefly explain the different types of e-commerce.

(b) What are the various activities involved in the planning phase of Web development?

(c) What is Internet? Discuss the evolution of Internet. $2+3=5$

(d) Briefly discuss the different types of Website promotion tools.

(e) What is online transaction? Discuss the advantages of online transactions. $2+3=5$

(f) Discuss the salient features of the IT Act, 2000.

(g) Discuss the different methods of e-payment.

(4)

4. Answer any *one* of the following questions : 10

(a) What do you mean by e-commerce security? Briefly discuss the different types of e-commerce security threats.

2+8=10

(b) Discuss the various factors which contribute to the success of an e-commerce business. Explain in brief the challenges for businesses when going online.

5+5=10

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