

Total number of printed pages-7

63/1 (Sem-4) SEC2/COMSE4022

2024

COMMERCE

Paper : COMSE4022

(E-Commerce)

Full Marks : 50

Pass Marks : 20

Time : Two hours

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

1. Choose the correct answer from the following
(any five): 1×5=5
- (a) An e-business that allows consumers to name their own price products and services is following which e-business model.
- (i) B2G
- (ii) C2C

- (iii) C2B
- (iv) B2C
- (b) Which of the following is not a requirement of E-Com ?
 - (i) Internet enabled computer
 - (ii) A website to show products
 - (iii) A method to receive the payments
 - (iv) A middleman
- (c) E-Commerce Stands for :
 - (i) Emerging Commerce
 - (ii) Economic Commerce
 - (iii) Electronic Commerce
 - (iv) Entertaining Commerce
- (d) In an e-mail address @ is used. It represents :
 - (i) Domain Name
 - (ii) Sender's Name
 - (iii) Recipient's Name
 - (iv) None of these

- (e) Internet is governed by :
 - (i) Microsoft Corporation
 - (ii) Adobe
 - (iii) Dishnet
 - (iv) None of the above
- (f) Debit Card is also known as _____
 - (i) Smart Card
 - (ii) Credit Card
 - (iii) ATM Card
 - (iv) All of the above
- (g) EFT stands for _____.
 - (i) Emerging Financial Transfer
 - (ii) Electronic Financial Transfer
 - (iii) Emerging Fund Transfer
 - (iv) Electronic Fund Transfer
- (h) _____ is to protect data and passwords.
 - (i) Encryption
 - (ii) Authentication

- (iii) Authorization
- (iv) Non repudiation
- (i) A message is encrypted using
 - (i) Firewall
 - (ii) Password
 - (iii) Key
 - (iv) All of the above
- (j) Which of the following is not a method of traditional marketing?
 - (i) Print
 - (ii) Tele-marketing
 - (iii) Broadcast
 - (iv) E-mail

2. Answer **any five** of the following questions:
2×5=10

- (a) Define E-Commerce.
- (b) What is Internet?

- (c) Write **any two** major functions of E-Commerce.
- (d) Write two advantages of using Credit Card.
- (e) What is payment gateway?
- (f) State **any two** services provided by online banking.
- (g) Mention two objectives of cryptography.

3. Answer **any five** of the following questions:
5×5=25

- (a) Write a note on B2B model of E-Commerce.
- (b) Explain the significance of online transaction in modern business environment.
- (c) Discuss the role of World Wide Web in the field of E-Commerce.
- (d) State some of the major services provided on internet.

(e) Mention the advantages of using Credit Cards.

(f) Write a note on digital signature.

(g) What are benefits of E-Tourism to customers?

(h) Discuss the salient features of Hyper Text Transfer Protocol Secure (HTTPS).

(i) Highlight some of the major characteristics of IT Act 2000.

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

10

(a) Define E-Commerce. Explain the advantages and disadvantages of E-Commerce. $2+4+4=10$

(b) What do you understand by Smart Card? Explain the advantages and disadvantages of a Smart Card.

$2+4+4=10$

(c) Discuss briefly the various security threats to E-Commerce. Also list out the various tools that can be implemented to protect the E-Commerce Communication Channels. $5+5=10$
