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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) :  $1 \times 5 = 5$

(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) None of these

Contd.

- (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