

2023

COMMERCE

Paper : COMSE4022

( E-Commerce )

Full Marks : 50

Pass Marks : 20

Time : 2 hours

The figures in the margin indicate full marks for the questions

1. Choose the correct answer of the following (any five) : 1x5=5

(a) Which of the following is not the example of B2C e-commerce?

(i) amazon.com

(ii) e-bay.com

(iii) dell.com

(iv) lastminute.com

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( Turn Over )

- (b) Which of the following is a major problem with e-commerce?
  - (i) Interactivity
  - (ii) Security
  - (iii) Availability
  - (iv) Accessibility
- (c) A virus is a
  - (i) software program
  - (ii) hardware program
  - (iii) Both (i) and (ii)
  - (iv) None of the above
- (d) IP stands for
  - (i) Internet Programming
  - (ii) Internet Protocol
  - (iii) Internal Protocol
  - (iv) Internal Programming

- (e) Digital signature is
  - (i) scanned signature on computer
  - (ii) code number of the sender
  - (iii) software to recognize signature
  - (iv) public key encryption
- (f) ATM stands for
  - (i) Automatic Teller Machine
  - (ii) Automatic Transfer Machine
  - (iii) Automatic Transfer Money
  - (iv) Any Time Money
- (g) The alternative name of e-marketing is
  - (i) web marketing
  - (ii) internet marketing
  - (iii) online marketing
  - (iv) All of the above

(h) Which of the following is known as plastic money?

- (i) Demand draft
- (ii) Credit card
- (iii) E-Cheque
- (iv) Bills of Exchange

(i) HTML stands for

- (i) Hyper Text Multiple Language
- (ii) Hyper Text Markup Language
- (iii) High Text Markup Language
- (iv) Hyper Text Markdown Language

(j) Which of the following is one of the payment methods available on shopping website?

- (i) Pay through cheque
- (ii) Pay through demand draft
- (iii) UPI transfer
- (iv) Pay through cash

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

- (a) What is B2C?
- (b) Write a short note on Web Browser.
- (c) Write two objectives of e-commerce.
- (d) What is digital certificate?
- (e) State the meaning of phishing.
- (f) Write two objectives of the IT Act, 2000.
- (g) What do you mean by data encryption?

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

- (a) Write a short note on e-commerce.
- (b) Explain briefly the advantages of e-mail.

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- (c) What is debit card? State its advantages. 2+3=5
- (d) Explain the significance of payment gateway in e-commerce.
- (e) Discuss the role of marketing in e-commerce.
- (f) What do you mean by VPN? What are its advantages? 2+3=5
- (g) Discuss the salient features of the IT Act, 2000.
- (h) What is cryptography? State its advantages. 2+3=5
- (i) Discuss the most common techniques used in e-marketing.

4. Answer any one of the following questions : 10

- (a) Define online banking. Explain briefly its merits and demerits. 2+4+4=10

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( Continued )

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- (b) What are smart cards? Explain how secured payments across Internet is achieved using smart cards. 2+8=10
- (c) Illustrate the importance of e-commerce technology in the new era of business environment. 10

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