National University of Computer and Emerging Sciences, Lahore Campus

Course: E-Commerce	**Course Code:** CS-410
Program: BS (Computer Science)	**Semester:** Fall 2020
Duration: 20 Minutes	**Total Marks:** 5
Paper Date: 11-Nov-2020	**Weight** 1.5 %
Section: A	**Page(s):** 1
Exam: Quiz 2	**Reg. No.**

Instruction/Notes: Write in your own words. DO NOT copy text from the textbook or other students.

Roll No:_____ Name:_____

1. What are the benefits and drawbacks of using open-source merchant software. (2 marks)

2. Briefly describe three things you can do to improve the placement of your website in search engine results. (3 marks)