National University of Computer and Emerging Sciences, Lahore Campus

Course:	**E-Commerce**	**Course Code:**	**CS-410**
Program:	**BS (Computer Science)**	**Semester:**	**Fall 2020**
Duration:	**90 Minutes**	**Total Marks:**	**30**
Paper Date:	**15-Oct-2020**	**Weight**	**20 %**
Section:	**A & B**	**Page(s):**	**1**
Exam:	**Mid 1**	**Reg. No.**	

Instruction/Notes: All questions carry equal marks.

1. Briefly describe any four E-Commerce business models.

2. Briefly describe how a typical search engine works.

3.

   a) What is Corporate Social Responsibility (CSR)? (1 mark)
   b) Briefly define the four conventional perspectives on CSR. (2 marks)
   c) List two problems associated with the conventional perspectives on CSR. (2 marks)
   d) How does the Islamic perspective on social responsibility differ from the conventional perspectives? (5 marks)