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:**	20
Paper Date:	**23-Nov-2020**		**Weight**	10 %
Section:	**A & B**		**Page(s):**	1
Exam:	**Mid 2**		**Reg. No.**	

Instruction/Notes: All questions carry equal marks.

1. What factors should be considered in selecting appropriate hardware specifications for your e-commerce business?

2. Compare the advantages and drawbacks of building mobile websites vs. web apps vs. native apps for m-commerce.

3. What are the advantages and drawbacks of using credit/debit cards for e-commerce payments? What payment methods other than credit/debit cards may be used?

4. How may fake online reviews be identified? Also suggest some ways to reduce fake reviews.