

National University of Computer and Emerging Sciences, Lahore Campus



Course: E-Commerce
Program: BS (Computer Science)
Duration: 20 Minutes
Paper Date: 11-Nov-2020
Section: B
Exam: Quiz 2

Course Code: CS-410
Semester: Fall 2020
Total Marks: 5
Weight: 1.5 %
Page(s): 1
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 building your e-commerce site using pre-built templates vs. from scratch. (2 marks)
2. Briefly describe three things you can do to optimize your e-commerce website. (3 marks)