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**OPEN BOOK ASSESSMENT
SEPTEMBER/OCTOBER SEMESTER 2020**

**INTRODUCTION TO E-COMMERCE
(CSC1020)**

(TIME: 2 HOURS)

MATRIC NO. :

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IC. / PASSPORT NO. :

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LECTURER : **KHUSHAL REGMI**

GENERAL INSTRUCTIONS

1. This question booklet consists of 3 printed pages including this page.
2. Answer **ALL** questions in the **ANSWER BOOKLET**.
3. Please refer to following format while answering the Questions:
 - a. Answers should be in Font: Times New Roman and Font size: 12.
 - b. Write the Question number clearly.
 - c. Start new answer on a Fresh Page.

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SECTION A**(15 MARKS)**

There are THREE (3) questions in this section. Answer ALL Questions in the ANSWER BOOKLET.

1. Earlier almost all the business transactions were done through cash payments but now IT revolution has led to the development of new forms of payment as electronic payment system that is necessary for day-to-day operating work. Explain how online credit card transaction works as an electronic payment.

(6 marks)

(CLO2: PLO1:C2)

2. We use the term B2B e-commerce to describe specifically that portion of B2B commerce that is enabled by the Internet. "Transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks". Explain the Basic Types of B2B Transactions and Activities with examples.

(3 marks)

(CLO2: PLO1:C1)

3. With the explanation of Intellectual Property Protection, explain the Copyright protection law is different from patent and trademark law.

(6 marks)

(CLO2: PLO1:C1)

SECTION B

(45 MARKS)

There are FOUR (4) questions in this section. Answer ALL Questions in the ANSWER BOOKLET.

1. The value chain typically consists of one or a few primary value (product or service) suppliers and many other suppliers that add on to the value that is ultimately presented to the buying public. Explain the generic players in an industry as well as firm value chain performing different value adding steps.

(15 marks)

(CLO2: PLO1:C3)

2. Suppose you are on executing position of the company and you are using a broad-based formula for how a business is going to accomplish its mission, what its goals should be, and what plans and policies will be needed to carry out those goals. Kindly explain the process of strategic planning that you are going to accomplished.

(8 marks)

(CLO2: PLO1:C3)

3. Now a day's gyapu.com is replacing the traditional kirana pasal from our surrounding. If you are agreed on this scenario kindly, justify based on e-commerce concept.

(12 marks)

(CLO2: PLO1:C2)

4. How does a social network differ from a portal? How are the two similar?

(10 marks)

(CLO2: PLO1:C2)

***** END OF QUESTIONS *****