Enrollment No.....................................

Faculty of Engineering
End Sem Examination Dec 2024
OE00053 E-Commerce

Programme: B.Tech.   Branch/Specialisation: All

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

			Marks	BL	PO	CO	PSO
Q.1	i.	Which of the following best defines e-commerce?	1	01	01	01	01

        (a) Buying and selling of goods and services in physical stores
        (b) Buying and selling of goods and services over the internet
        (c) Trading of only digital goods
        (d) Only consumer-to-consumer transactions

			Marks	BL	PO	CO	PSO
	ii.	Which of the following is not an advantage of e-commerce?	1	02	01	02	01

        (a) 24/7 availability
        (b) Broader market reach
        (c) Lack of personal interaction
        (d) Cost savings

			Marks	BL	PO	CO	PSO
	iii.	What is the primary purpose of e-commerce laws?	1	03	02	03	02

        (a) To regulate offline business operations
        (b) To ensure the safe, secure, and lawful conduct of online transactions
        (c) To restrict the growth of e-commerce
        (d) To discourage international online trade

			Marks	BL	PO	CO	PSO
	iv.	Which of the following is/are the form of online advertising?	1	02	01	02	01

        (a) Display A   (b) Sponsorship
        (c) Search engine advertising   (d) All of these

v. Which of the following best defines M-Commerce? **1** 04 01 05 01

    (a) Conducting e-commerce transactions on desktop computers only

    (b) Conducting commercial transactions via mobile devices

    (c) Transactions only conducted through emails

    (d) Traditional in-store shopping transactions

vi. An example of G2C (Government-to-Citizen) service is- **1** 04 01 06 02

    (a) Intranet for government employees

    (b) Social media posts for employees only

    (c) Online tax filing portal for citizens

    (d) Internal government audits

vii. E-Government Readiness includes- **1** 05 01 06 02

    (a) Government restrictions on internet use

    (b) Assessing the capability of a government to implement and deliver services online

    (c) Limiting public access to government information.

    (d) Decreasing digital literacy requirements

viii. NICNET, a nationwide network, plays a key role in e-governance by: **1** 04 01 05 01

    (a) Providing restricted access to selected departments only

    (b) Offering a nationwide digital communication backbone to link government departments and support e-governance initiatives

    (c) Restricting government use of digital networks

    (d) Providing networking exclusively to citizens

ix. Which of the following is a security measure for server computers in e-government systems? **1** 03 02 06 1

    (a) Regular system updates and patching

    (b) Avoiding firewall installation

    (c) Allowing unrestricted remote access

    (d) Disabling all security software

x. The main purpose of encryption in e-government communication is to- **1** 03 02 06 1

    (a) Allow public access to government networks

    (b) Hide the identity of citizens using the services

    (c) Protect data integrity and confidentiality during transmission

    (d) Restrict the number of online services

Q.2 i. Which layer in e-commerce architecture provides a user interface for interaction? **2** 01 01 01 1

    ii. Discuss limitations & scope of e-Commerce. **3** 03 01 02 1 ,1

    iii. Explain e-commerce models based on transaction type and transaction Party. **5** 03 02 04 1

OR iv. Explain architectural framework of E-Commerce. **5** 03 01 06 1

Q.3 i. What is the primary purpose of e-commerce laws? **2** 02 01 03 1

    ii. Explain electronic payment system? What are the primary challenges of electronic payment systems? **8** 03 02 04 1

OR iii. Explain various online marketing strategies. **8** 03 02 04 1

Q.4 i. Which e-governance model focuses on sharing government information broadly to educate and inform the public? **3** 02 02 03 1

    ii. Define M-commerce. Discuss E-governance evolution and application in detail. **7** 03 02 05 1

OR iii. Explain critical flow model in E-governance with examples. **7** 03 02 03 01

Q.5 i. Define E-readiness. Why is E-readiness assessment essential? **4** 03 02 03 02

    ii. Discuss all common security concerns in e-payment systems. **6** 03 02 04 02

OR iii. What is an E-framework in the context of e-governance? Define E-seva. **6** 03 02 06 01

Q.6 Attempt any two:

    i. What approach should be taken to enhance security in e-government systems? **5** 03 02 06 01

    ii. What is tokenization? How does it secure e-payment systems? **5** 03 02 04 02

    iii. Why is regular software updating critical for e-government security? **5** 03 02 06 01

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Marking Scheme
OE00053 (T) E-Commerce (T)

Q.1 i) (b) Buying and selling of goods and services over the internet **1**
     ii) (c) Lack of personal interaction **1**
     iii) (b)To ensure the safe, secure, and lawful conduct of online **1**
          transactions
     iv) (d)All of these **1**
     v) (b) Conducting commercial transactions via mobile devices. **1**
     vi) (c) Online tax filing portal for citizens **1**
     vii) (b) Assessing the capability of a government to implement and **1**
          deliver services online
     viii) (b) Offering a nationwide digital communication backbone to link **1**
           government departments and support e-governance initiatives
     ix) (a) Regular system updates and patching **1**
     x) (c)Allowing unrestricted remote access **1**

Q.2 i. Which layer in e-commerce architecture provides a user interface **2**
         for interaction?
         Define Client Layer   1 marks
         explain   1 marks
     ii. Discuss Limitations & Scope of E-Commerce **3**
         Limitation   2 marks
         Scope   1 marks
     iii. Explain E-Commerce Models Based on Transaction Type and **5**
          Transaction Party
          Define Models B2B,B2C,C2B,C2C   1 marks each
OR   iv. Explain architectural Framework of E-Commerce **5**
          Explanation Client layer, Business Layer, Application Layer, Data
          Layer   5 marks

Q.3 i. What is the primary purpose of e-commerce laws? **2**
         purpose   2 marks
     ii. Explain electronic payment system? discuss primary challenges of **4**
          electronic payment systems
          Explanation EPS   3 marks
          challenges   1 marks

OR   iii. Explain various online marketing strategies. **4**
           marketing strategies   1 marks each

Q.4 i. Which e-governance model focuses on sharing government **3**
         information broadly to educate and inform the public?
         Broadcasting model and explanation   3 Marks
     ii. Define M-commerce? Discuss **E-Governance** evolution and **7**
          application in detail
          Definition and explanation   2 Marks
          Evolution   2.5 marks
          Application   2.5 marks
OR   iii. Explain critical flow model in E-Governance with example. **7**
           Critical Flow   3 marks
           Explanation with example   4 marks

Q.5 i. Define E- Readiness Why is E-Readiness assessment essential? **4**
         Definition   2 marks
         Why essential   2 marks
     ii. Discuss all common security concerns in e-payment systems? **6**
          Explanation   1 marks each
OR   iii. What is an E-Framework in the context of e-governance? Define **6**
           E-Seva
           Framework   3 marks
           E-seva define and example   3 marks

Q.6   Attempt any two:
     i. What approach should be taken to enhance security in e- **5**
         government systems?
         Points   1 marks each
     ii. What is tokenization, and how does it secure e-payment systems? **5**
          definition   2 marks
          Security mechanism   3 marks
     iii. Why is regular software updating critical for e-government **5**
           security?
           explanation   5 marks

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