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

Faculty of Engineering
End Sem (Odd) Examination Dec-2022
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.

Q.1 i. Which of the following are features of E-commerce? **1**
(a) Non-cash payment
(b) 24x7 service availability
(c) Advertising / marketing
(d) All of these

ii. _____ is a part of the 4 important types of E-commerce. **1**
(a) B2B   (b) P2P   (c) C2A   (d) None of these

iii. _____is a financial instrument which can be used more than once to **1**
borrow money or buy products and services on credit.
(a) Credit card   (b) E-cheques
(c) E-cash   (d) None of these

iv. What do you mean by E-Commerce Marketing? **1**
(a) Marketing on web   (b) Marketing through mobile
(c) Offline marketing   (d) All of these

v. One weakness of m-commerce is that- **1**
(a) Security measures are few
(b) It is too expensive
(c) It is considered an item for the elite status group
(d) Security measures are strict

vi. Information Communication and Technology (ICT) not comprises of- **1**
(a) Online Learning
(b) Learning through mobile application
(c) Web Based Learning
(d) Offline Learning

vii. E-government Architecture includes- **1**
(a) Services   (b) Processes (c) Data   (d) All of these

P.T.O.

viii. _____ refers to a country's capacity and state of preparedness to **1**
participate in the electronic world.
(a) E-readiness   (b) E-Government
(c) E-Measures   (d) M-Commerce

ix. Cryptography is considered at which level of security? **1**
(a) User level   (b) Transport level
(c) Management level   (d) None of these

x. Which of the following is not part of E-governance security? **1**
(a) Protection of public order and decency
(b) Protection of privacy of individual
(c) Protecting user data on application level
(d) Providing legal status to digital transactions

Q.2 i. Define E-commerce and list any two advantages of it. **2**
ii. Discuss limitations of E-commerce. **3**
iii. Draw and explain the architectural framework of E-commerce. **5**
OR iv. List and explain types of E-commerce business models. **5**

Q.3 i. Explain E-commerce law in short. **2**
ii. Write a note on following Electronics payment system: **8**
(a) Credit card (b) Debit card (c) Smart-cards (d) E-money
OR iii. Describe web marketing strategies in brief. **8**

Q.4 i. Write a short note on M-commerce **3**
ii. Discuss various issues in E-governance application. **7**
OR iii. What is mobilization and lobbying? Explain with examples. **7**

Q.5 i. Explain objectives of E-readiness. **4**
ii. Discuss applications of data warehousing and mining in E-Government. **6**
OR iii. Explain the following: **6**
(a) E-Readiness   (b) E-Seva

Q.6   Attempt any two:
i. Write advantages and disadvantages of E-Security. **5**
ii. Broadly discuss E-security issues. **5**
iii. How does security provided to the communication channel? Explain **5**
with examples.

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Scheme of Marking

Faculty of Engineering
End Sem (Odd) Examination Dec-2022
OE00053_E-Commerce

Programme: B.Tech. | Branch/Specialisation:

Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	Which of the following are features of E-commerce? **D. All of the above**	1
	ii)	_____ is a part of the 4 important types of E-commerce. **A. B2B**	1
	iii)	_____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit. **A. Credit card**	1
	iv)	What do you mean by E-Commerce Marketing? **A. Marketing on Web**	1
	v)	One weakness of m-commerce is that: **A. Security measures are few**	1
	vi)	Information Communication and Technology (ICT) not Comprises of **D. Offline Learning**	1
	vii)	E-government Architecture includes: **D. All of above**	1
	viii)	_____ refers to a country's capacity and state of preparedness to participate in the electronic world. **A. E-readiness**	1
	ix)	Cryptography is considered at which level of security? **B. Transport level**	1

	x)	Which of the following is not part of E-governance security? **C. Protecting user data on application level**	1
Q.2	i.	Define E-Commerce and list any two advantages of it. Definition of E-commerce - 1 mark / Advantages of E-commerce - 1mark	2
	ii.	Discuss Limitations of E-commerce for at least 3 limitation - 3marks (1 marks each)	3
	iii.	Draw and explain the architectural framework of E-commerce. Diagram of framework - 2marks / Explanation of every phase - 3marks	5
OR	iv.	List and explain types of E-commerce models. List models (B2B,B2C,C2C,C2B) - 1mark / 4 business models explanation - 4 marks	5
Q.3	i.	Explain E-Commerce Law in short Note on E-commerce law - 2 Marks	2
	ii.	Write a note on the following Electronic payment system. A.Credit Card B. Debit Card / C. Smart-Cards D. E-Money / Credit Card - 2marks / Debit Card - 2marks / Smart-Cards - 2marks / E-Money - 2marks	8
OR	iii.	Describe Web marketing strategies in brief Email marketing / Web advertisement, / SEO Marketing, / Content Marketing, / Social media Marketing. (Any 4 from above each of 2 marks)	8
Q.4	i.	Write a short note on M-Commerce M-commerce - 3 marks	3
	ii.	Discuss Various issues in E-governance List of issues - 1 mark -(Each issue carry 1 mark) / Technological issues / Policies issues / Infrastructure issues / Training issues	

		Copyrights issues Consulting Funds issues	
OR	iii.	What is Mobilization and lobbying? Explain with example. Mobilization and lobbying - 4 marks Diagram of mobilization - 2 marks Example -1 mark	
Q.5	i.	Explain objectives of E-readiness Objectives: E-Infrastructure -1 mark E-Economy - 1 mark E-Society - 1 mark E-Governance -1 mark	4
	ii.	Discuss applications of Data Warehousing and mining in E-Government. Any 6 applications each carry 1 mark	6

OR	iii.	Explain following:
		  A. E-Readiness
		  B. E-Seva
		E-Readiness - 3 marks
		E-Seva - 3 Marks
			6

Q.6			
	i.	Write advantages and disadvantages of E-Security. Any 5 advantages and disadvantages each carry 5 marks	5
	ii.	Broadly discuss E-Security issues. Issues : (Each carry 1 mark) Authentication Authorization Confidentiality Integrity Non-Repudiation	5
	iii.	How does security provided to the Communication channel? Explain with examples. Security to communication channel - 3 marks Example - 2 marks	5

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