

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering
End Sem Examination May 2025

OE00053 E-Commerce

Programme: B.Tech.

Branch/Specialisation: ME

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	CO	BL
Q.1	i.	Which of the following e-commerce company has launched Shopsy an app that allows Indian to start online shop for free?	1	1	1
		(a) Amazon			
		(b) Snapdeal			
		(c) Flipkart			
		(d) Ajio			
	ii.	Which segment do Flipkart, Amazon eBay etc. belongs to?	1	1	1
		(a) B2G			
		(b) B2B			
		(c) C2C			
		(d) B2C			
	iii.	The reservation system of Indian railway is an example of –	1	2	1
		(a) Transaction processing system			
		(b) Interactive decision support system			
		(c) Management control system			
		(d) Expert system			
	iv.	Which is not function of e-commerce?	1	2	1
		(a) Marketing			
		(b) Warehousing			
		(c) Advertising			
		(d) None of these			
	v.	The aspect of e-commerce that allows for cross-border trade is known as-	1	3	1
		(a) Interactivity			
		(b) Richness			
		(c) Global Reach			
		(d) Ubiquity			

[2]

vi.	A System of interconnected electronic components or circuits-	1	3	1
	(a) Electronic network (b) Electronic Market			
	(c) Meta markets (d) Market Places			
vii.	Which is not one of the three phases of electronic commerce?	1	4	1
	(a) Reinvention (b) Preservation			
	(c) Consolidation (d) Innovations			
viii.	Electronic exchange of business document in a standard format is known as-	1	4	1
	(a) E-commerce (b) E-business			
	(c) EDI (d) None of these			
ix.	Which of these is not a dimension of e-commerce security provided by encryption?	1	5	1
	(a) Availability (b) Message integrity			
	(c) Non-repudiation (d) Confidentiality			
x.	E-cheques are –	1	5	1
	(a) Prepaid (b) Postpaid			
	(c) Both (a) and (b) (d) None of these			
Q.2	i. Define B2B and C2C model.	2	1	1
	ii. List out the limitation of e-commerce.	3	1	1
	iii. Elaborate architectural framework of e-commerce and write advantage and disadvantages of e-commerce.	5	1	1
OR	iv. Illustrate and define all transaction model of e-commerce.	5	1	2
Q.3	i. Define e-commerce law.	2	1	2
	ii. Define various electronic payment system? What do you understand by web marketing? List out various marketing strategies.	8	1	2
OR	iii. List out various government policies for e-commerce platform. How to manage customer services and support?	8	1	2

[3]

Q.4	i. Discuss various problem in e-governance application.	3	1,12	3
	ii. Explain evolution and scope of e-governance also discuss its various benefits.	7	1,12	3
OR	iii. Explain the term M-commerce and Interactive service G2C2G.	7	1	3
Q.5	i. Define the term E-framework.	4	1	4
	ii. Explain evolution datamining and data warehousing in e-commerce.	6	1	4
OR	iii. What is E-seva and E-readiness? List out applications of data warehousing and data mining also discuss various issues.	6	1	4
Q.6	Attempt any two:			
	i. Discuss various challenges and approach to e-government security.	5	1	5
	ii. What is the key-aspects for e-security? Explain e-payment mechanism in detail.	5	1	5
	iii. What is communication channel security? How is security provided to client computer?	5	1	5

Marking Scheme

OE00053_E-Commerce

Q.1	i)	Flipkart		1
	ii)	B2B		1
	iii)	Transaction processing system		1
	iv)	Warehousing		1
	v)	Global Reach		1
	vi)	Electronic Network		1
	vii)	Preservation		1
	viii)	EDI		1
	ix)	Availability		1
	x)	None of the above		1
Q.2	i.	Define B2B and C2C model	1 marks	2
		marks	1	
	ii.	List out the limitation of e-commerce		3
	iii.	Elaborate architectural framework of ecommerce and also write advantage and disadvantages of e-commerce	2 marks	5
		marks	3	
OR	iv.	Illustrate and define all transaction model of e-commerce		5
Q.3	i.	Define e-commerce law		2
	ii.	Define various electronic payment system?	4 marks	8
		What do you understand by web marketing? List out various marketing strategies	4 marks	
OR	iii.	List out Various government policies for e-commerce platform?	4 marks	8
		How to manage customer services and support?	4 marks	
Q.4	i.	Discuss various problem in e-governess application		3
	ii.	Explain evolution and its scope of e-governess also discuss various- Benefits-	3 marks 4 marks	7
OR	iii.	Explain the term M-commerce	3 marks	7

and Interactive service G2C2G marks 4

Q.5	i.	Define the term E-framework		4
	ii.	Explain evolution datamining and data warehousing in e-commerce		6
OR	iii.	What is E-seva and E-readiness?	3 marks	6
		List out applications of data warehousing and data mining also discuss various issues.	3 marks	
Q.6		Attempt any two:		
	i.	Discuss various challenges and approach to e-government security		5
	ii.	What is the key-aspects for e-security?	2 marks	5
		Explain e-payment mechanism in details?	3 marks	
	iii.	What is communication channel security?	2 marks	5
		how security is provided to client computer?	3 marks	
