

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



MEDICAPS

UNIVERSITY

MIDDLESEX UNIVERSITY Programme: B.Tech.

**Faculty of Engineering
End Sem Examination May 2025**

OE00053 E-Commerce

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]		[3]
vi.	A System of interconnected electronic components or circuits-	1	3 1	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
	(a) Electronic network (b) Electronic Market (c) Meta markets (d) Market Places			OR iii. Explain the term M-commerce and Interactive service G2C2G. 7 1 3
vii.	Which is not one of the three phases of electronic commerce?	1	4 1	Q.5 i. Define the term E-framework. 4 1 4 ii. Explain evolution datamining and data warehousing in e-commerce. 6 1 4
viii.	Electronic exchange of business document in a standard format is known as-	1	4 1	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
ix.	(a) E-commerce (b) E-business (c) EDI (d) None of these	1	5 1	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
x.	E-cheques are – (a) Prepaid (b) Postpaid (c) Both (a) and (b) (d) None of these	1	5 1	*****
Q.2	i. Define B2B and C2C model. ii. List out the limitation of e-commerce. iii. Elaborate architectural framework of e-commerce and write advantage and disadvantages of e-commerce.	2 3 5	1 1 1	
OR	iv. Illustrate and define all transaction model of e-commerce.	5	1 2	
Q.3	i. Define e-commerce law. ii. Define various electronic payment system? What do you understand by web marketing? List out various marketing strategies.	2 8	1 2	
OR	iii. List out various government policies for e-commerce platform. How to manage customer services and support?	8	1 2	

Marking Scheme

OE00053_E-Commerce

				and Interactive service G2C2G marks	4
Q.1	i) Flipkart ii) B2B iii) Transaction processing system iv) Warehousing v) Global Reach vi) Electronic Network vii) Preservation viii) EDI ix) Availability x) None of the above	1 1 1 1 1 1 1 1 1 1	1	Q.5 i. Define the term E-framework ii. Explain evolution datamining and data warehousing in e-commerce OR iii. What is E-seva and E-readiness? List out applications of data warehousing and data mining also discuss various issues.	4 6 3 6 3
Q.2	i. Define B2B and C2C model marks ii. List out the limitation of e-commerce iii. Elaborate architectural framework of ecommerce and also write advantage and disadvantages of e-commerce marks	1 marks 1 2	2	Q.6 i. Attempt any two: Discuss various challenges and approach to e-government security ii. What is the key-aspects for e-security? marks Explain e-payment mechanism in details? marks iii. What is communication channel security? marks how security is provided to client computer?	5 5 2 5 3 2 5 3
OR	iv. Illustrate and define all transaction model of e-commerce	5			*****
Q.3	i. Define e-commerce law ii. Define various electronic payment system? marks What do you understand by web marketing? List out various marketing strategies marks	2 4 4	8		
OR	iii. List out Various government policies for e-commerce platform? How to manage customer services and support? marks	4 marks 4	8		
Q.4	i. Discuss various problem in e-governance application ii. Explain evolution and its scope of e-governance also discuss various- 3 marks Benefits- 4 marks	3 7			
OR	iii. Explain the term M-commerce marks	3	7		