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

Faculty of Engineering
End Sem (Odd) Examination Dec-2019
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. The dimension of E-commerce that enables commerce across national boundaries is called   **1**
(a) Interactivity   (b) Global reach
(c) Richness   (d) Ubiquity

ii. Which of the following describes E-commerce?   **1**
(a) Doing Business electronically
(b) Doing business
(c) Sale of goods
(d) All of these

iii. Which of the following is a method of transferring money from one person's account to another?   **1**
(a) Electronic check   (b) Credit card
(c) E-transfer   (d) None of these

iv. Which of the following is not related to security mechanism?   **1**
(a) Encryption   (b) Decryption
(c) E-cash   (d) All of these

v. Which of the following is not obstacle of m-commerce?   **1**
(a) Slow Connectivity   (b) Security
(c) Reliability   (d) None of these

vi. Which of the following is an E-Governance model?   **1**
(a) Broadcasting   (b) Critical-flow
(c) Comparative Analysis   (d) All of these

vii. Which is a function of E-Commerce   **1**
(a) Marketing   (b) Advertising
(c) Warehousing   (d) All of these

viii. Smart Card is better protected than other cards using   **1**
(a) Encryption (b) Firewall (c) Hub (d) All of these

P.T.O.

ix. Which type of technology will increase the portability and mobility?   **1**
(a) Implant chips   (b) Micro payments
(c) Internet phone calls   (d) All of these

x. Digital signature is a: **1**
(a) Digital id, sends as an attachment to a web page/e-mail/message
(b) Is used for verifying the attachments send using web
(c) Both (a) and (b)
(d) None of these

Q.2 i. What is e-commerce?   **2**
ii. Explain policies of e commerce.   **3**
iii. What are advantages and disadvantages of B2C and C2C?   **5**
OR iv. Explain the limitation of e commerce.   **5**

Q.3 i. What are the marketing strategies of e commerce?   **2**
ii. Define architectural framework of e commerce.   **8**
OR iii. Explain the different types of e commerce marketing.   **8**

Q.4 i. Defined m- commerce with example.   **3**
ii. Compare Broadcasting model & Critical flow model with suitable example.   **7**
OR iii. Write a short note on: **7**
(a) Mobilization & Lobbying (b) Interactive Services G2C2G

Q.5 i. Explain E-Seva with real time example.   **4**
ii. Explain the different application of data warehousing & Data Mining in e government.   **6**
OR iii. Write a short note on: **6**
(a) Issues in e-governance implementation
(b) E-framework.

Q.6 Attempt any two:
i. What are the challenges and Approach to E-Government Security?   **5**
ii. Explain E-Payment Security.   **5**
iii. Define Security Concern in E-Commerce   **5**

*****

Marking Scheme
OE00053 E-Commerce

Q.1 i. The dimension of E-commerce that enables commerce across national boundaries is called   **1**
(b) Global reach

ii. Which of the following describes E-commerce?   **1**
(a) Doing Business electronically

iii. Which of the following is a method of transferring money from one person's account to another?   **1**
(a) Electronic check

iv. Which of the following is not related to security mechanism?   **1**
(c) E-cash

v. Which of the following is not obstacle of m-commerce?   **1**
(d) None of these

vi. Which of the following is an E-Governance model?   **1**
(d) All of these

vii. Which is a function of E-Commerce   **1**
(d) All of these

viii. Smart Card is better protected than other cards using   **1**
(a) Encryption

ix. Which type of technology will increase the portability and mobility?   **1**
(d) All of these

x. Digital signature is a: **1**
(c) Both (a) and (b)

Q.2 i. Definition of e-commerce   **2**
ii. Any three policies of e commerce   **3**
1 mark for each policy   (1 mark * 3)
iii. At least two advantages of B2C and C2C   2.5 marks   **5**
At least two disadvantages of B2C and C2C   2.5 marks
OR iv. Any five limitation of e commerce.   **5**
1 mark for each limitation   (1 mark * 5)

Q.3 i. At least two marketing strategies of e commerce   **2**
1 mark for each strategy   (1 mark * 2)

ii. Architectural framework of e commerce   **8**
Explanation   4 marks
Diagram   4 marks
OR iii. At least four types of e commerce marketing   **8**
2 marks for each type   (2 marks * 4)

Q.4 i. Definition m- commerce   2 marks   **3**
Example   1 mark
ii. Comparison Broadcasting model & Critical flow model   **7**
At least five comparison with example (1 mark * 5) 5 marks
Diagram   2 marks
OR iii. Write a short note on: **7**
(a) Mobilization & Lobbying   3.5 marks
(b) Interactive Services G2C2G   3.5 marks

Q.5 i. Definition of E-Seva   2 marks   **4**
Explanation with example   2 marks
ii. At least four applications of data warehousing & Data Mining   **6**
1.5 marks for each application   (1.5 marks * 4)
OR iii. Write a short note on: **6**
(a) Issues in e-governance implementation   3 marks
(b) E-framework.   3 marks

Q.6 Attempt any two:
i. Challenges and Approach to E-Government Security   **5**
1 mark for each   (1 mark * 5)
ii. E-Payment Security   **5**
Stepwise marking
iii. Security parameters and concern explanation   **5**

*****