Total No. of Questions: 6 *Total No. of Printed Pages:2*

Enrollment No.....

Faculty of Engineering
End Sem Examination Dec-2023
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.

Q.1 i. Which one of the following is not a function of E-commerce? **1**
(a) Marketing (b) Advertising
(c) Supply (d) Warehousing

ii. Which is the model that is best suited if a consumer gives the services to another consumer online? **1**
(a) C2C (b) C2B (c) B2B (d) B2C

iii. Which one of the following modes can be used for electronic payment? **1**
(a) Smart Card (b) E-Money
(c) Electronic Fund Transfer (EFT) (d) All of these

iv. Which of the following is/are the form of online Advertising? **1**
(a) Display Ad (b) Sponsorship
(c) Search engine Advertising (d) All of these

v. Which model compares the cases of bad governance and good governance? **1**
(a) Broadcasting model (b) Comparative analysis
(c) Critical Flow (d) All of these

vi. E-advocacy model also known as- **1**
(a) Public Model
(b) Mobilization model
(c) Mobilization and Lobbying Model
(d) Lobbying model

vii. Which of the following defines country's E-readiness in media? **1**
(a) Indices (b) Ranking
(c) Tax (d) Economist Intelligence Unit

viii. Which of the following is not a stage in development of E-governance? **1**
(a) Transition Phase (b) Transformation phase
(c) Interaction Phase (d) Transaction phase

ix. Original message that is to be transmitted is called- **1**
(a) Plaintext (b) Ciphertext
(c) Encryption (d) Decryption

x. The process of converting plaintext to ciphertext is called- **1**
(a) Encryption (b) Decryption
(c) Non-Repudiation (d) None of these

Q.2 i. Define the term electronic commerce with example. **2**
ii. Explain various transaction models in E-Commerce. **3**
iii. Explain various scope and limitation of E-commerce. **5**
OR iv. What are the advantages and disadvantages of E-Commerce? **5**

Q.3 i. Define E-Money with example. **2**
ii. Explain various online marketing strategies. **8**
OR iii. Explain various payment system used in E-Commerce transaction. **8**

Q.4 i. Define the term M-Commerce and E-Governance. **3**
ii. Explain broadcasting model of E-Governance with example. **7**
OR iii. Explain critical flow model in E-Governance with example. **7**

Q.5 i. Explain the term data mining and data warehouse. **4**
ii. Explain the term E-Governance readiness and E-Government. **6**
OR iii. Explain the project “E-SEVA”. **6**

Q.6 Attempt any two:
i. What are the challenges and approach to E-Government Security? **5**
ii. Explain types of network attacks. **5**
iii. Explain the term authentication and non-repudiation. **5**

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

Q.1	i)	Warehousing	**1**
	ii)	C2C	**1**
	iii)	All of these	**1**
	iv)	All of these	**1**
	v)	Comparative analysis	**1**
	vi)	Mobilization and Lobbying Model	**1**
	vii)	Economist Intelligence Unit	**1**
	viii)	Transition Phase	**1**
	ix)	Plaintext	**1**
	x)	Encryption	**1**

Q.2	i.	Definition	1 Mark
		Example	1 Mark
	ii.	One model	1 Mark
	iii.	Scope	2.5 Marks
		Limitation	2.5 Marks
OR	iv.	Advantage	2.5 Marks
		Disadvantage	2.5 Marks

Q.3	i.	Definition	1 Mark
		Example	1 Mark
	ii.	One strategy	1 Mark
OR	iii.	One payment system	2 Marks

Q.4	i.	M-Commerce	1.5 Marks
		E-Governance	1.5 Marks
	ii.	Broadcasting Model Explanation	5 Marks
		Example	2 Mark
OR	iii.	Model Explanation	5 Marks
		Example	2 Mark

Q.5	i.	Data Mining	2 Marks
		Datawarehouse	2 Marks
	ii.	E-Governance readiness	4 Marks
		E-Government	2 Marks
OR	iii.	One point =1 mark	

Q.6			
	i.	Challenges	2.5 Marks
		Approach	2.5 Marks
	ii.	One attack	1 Mark
	iii.	Authentication	2.5 Marks
		Non-Repudiation	2.5 Marks

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