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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION

WINTER SEMESTER, 2017-2018

DURATION: 1 Hour 30 Minutes

FULL MARKS: 75

CSE 4531: E-Commerce and Internet Security

Programmable calculators are not allowed. Do not write anything on the question paper.

There are **4 (four)** questions. Answer any **3 (three)** of them.

Figures in the right margin indicate marks.

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| 1. | a) | Define aggregator model for e-business. Classify aggregators along with their description. | 10 |
| | b) | Describe various advertising models for e-business. | 10 |
| | c) | What is session? How session can be used to track and analyze customer behavior? | 5 |
| 2. | a) | Draw the browsing behavior model of an e-commerce site. Describe various parts of the model. | 10 |
| | b) | Discuss on various means of advertising used in e-marketing. | 10 |
| | c) | Explain the advantages of e-marketing over traditional marketing. | 5 |
| 3. | a) | Discuss the scenario when e-CRM (Customer Relationship Management) will be valuable for a company. Also write down e-CRM's development strategies. | 10 |
| | b) | Discuss the issues concerning customer privacy in an e-CRM. | 10 |
| | c) | Draw a diagram showing typical business touch points of an e-CRM. | 5 |
| 4. | a) | Discuss on seven interface elements of a good e-commerce site. | 12 |
| | b) | You are needed to develop an e-commerce site for your company. You already have few entry level programmer in your company. What type of development strategy you better follow to develop your site? Justify your answer. | 10 |
| | c) | List the factors that will increase returning visitors to your site. | 3 |