



Q.5 \_\_\_\_\_ is a financial instrument which can be used more than once to borrow money or buy products and services on credit.

- a) Credit Card                      b) E-cheques
- c) E-cash                              d) None of these

Q.6 \_\_\_\_\_ is the most common way for purchasing an online advertising.

- a) CPM                                  b) CPC
- c) Any of these                      d) None of these

### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 What is the full form of E-commerce?

Q.8 \_\_\_\_\_ provide security and privacy for the use of the web page content. HTTP/FTP

Q.9 E-business always operate an internet. True/False

Q.10 SET means \_\_\_\_\_.

Q.11 A digital signature provides a way to associate the message with the sender and is the equivalent of as ordinary signature. True/False

Q.12 Credit card is a kind of payment card that transfers fund directly from the consumer's bank Account to the merchant's account. True/false

### SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Explain the architectural framework for electronic commerce.

Q.14 What are the advantages & disadvantages of smart card?

Q.15 Discuss how E-commerce is helpful to business success.

Q.16 Explain secure electronic transaction protocol with labeled diagram.

Q.17 How does E-commerce differ from Traditional e-commerce?

Q.18 Discuss the benefit and limitation of E-commerce.

Q.19 Write about various internet tools required for successful E-commerce.

Q.20 Describe in brief present status of E-commerce in india.

Q.21 Discuss about the web server and their role in E-commerce

Q.22 How does internet based advertising capable of competing with commercial advertising.