

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Explain the different business model of E-commerce with respect to Customer & venders.

Q.24 Briefly explain the various electronic payment system.

Q.25 Write a short note on.

- a) Smart card
- b) E-Cash
- c) Currency services

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**3rd Sem / Branch : Finance
Accounts & Auditing OMCA
Subject :E-commerce**

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Which types of E-commerce focuses on consumers dealing with each other.

- a) B2B
- b) B2C
- c) C2D
- d) C2C

Q.2 The primary source of financing during the early years of E-Commerce was -

- a) Bank loan
- b) large retail firms
- c) Venture capital fund
- d) none of these

Q.3 Which segment is E-bay an example?

- a) B2B
- b) C2B
- c) C2C
- d) None of these

Q.4 Which of the following describes E-commerce?

- a) Business activities
- b) Sale of goods
- c) Doing business online
- d) All of the above

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 an 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.