

- Q.18 Discuss the merits of using a website for marketing.
- Q.19 Discuss the advantages of electronic payment system.
- Q.20 What are the advantages of a credit card?
- Q.21 What are the types of cryptography?
- Q.22 What is EDI? Discuss the disadvantages of Electronic data interchange?

#### SECTION-D

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

- Q.23 Discuss the impact of e-commerce on
- a) education
  - b) entertainment
- Q.24 What is electronic payment system? Discuss the security requirements of an electronic payment system.
- Q.25 What are digital signatures? How do they work? Discuss the advantages of a digital signature.

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### **3rd Sem / Office management and Computer applications , Finance , Accounts & Auditing**

#### **Subject:- E-Commerce**

Time : 3Hrs.

M.M. : 60

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Which e-commerce transaction provides the benefits of eliminating the requirement of a middleman?
- a) Business to Govt.
  - b) Business to Consumer
  - c) Business to Business
  - d) Consumer to Business
- Q.2 Which of the following was the primary source of financing during the early years of electronic commerce?
- a) Venture capital funds
  - b) Bank loans
  - c) Initial public offerings
  - d) large retail firms
- Q.3 SSL stands for
- a) Sockets Secure Layer
  - b) Secondary segment layer
  - c) Secure sockets layer

- d) Secure system layer
- Q.4 \_\_\_\_\_ is referred to as the percentage of customers, by whom a website is visited and something is purchased by them.
- a) Conversion rate      b) Spam  
c) Click through      d) Affiliate program
- Q.5 OTP stands for
- a) One time password  
b) On time password  
c) One time processing  
d) On time processing
- Q.6 Which of the following is not related to security mechanism?
- a) Encryption      b) Decryption  
c) Digital Signature      d) E-cash

### SECTION-B

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

- Q.7 The term online marketing can also be used to refer to \_\_\_\_\_ marketing.
- Q.8 The presence of \_\_\_\_\_ makes the smart card smart.

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- Q.9 \_\_\_\_\_ is a computer program that provides services to other computer programs.
- Q.10 Limited product choices is a feature of e-commerce for consumers. True/False
- Q.11 In offline marketing, a variety of offline promotional and advertising methods are used to reach target customers. True/False
- Q.12 Public key cryptography is also known as symmetric cryptography. True/False

### SECTION-C

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

- Q.13 Differentiate between web based and traditional business.
- Q.14 Discuss any four tools of e-commerce.
- Q.15 Discuss internet tools relevant to commerce.
- Q.16 What is the present status of e-commerce in India?
- Q.17 What are the disadvantages of online advertising?

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