

- 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
- education
 - 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?
- Business to Govt.
 - Business to Consumer
 - Business to Business
 - Consumer to Business
- Q.2 Which of the following was the primary source of financing during the early years of electronic commerce?
- Venture capital funds
 - Bank loans
 - Initial public offerings
 - large retail firms
- Q.3 SSL stands for
- Sockets Secure Layer
 - Secondary segment layer
 - Secure sockets layer

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- 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.

- 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?