E-Commerce
Department of CSE   D: 24/4/20
B.Tech 4th year Even semester 18-20

Class Test 1   Total marks-25

Group A

1(i) which of the following are indvantages normally associated
with B2B ecommerce?
(a) Shorter cycle times
(b) Reduction in costs
(c) Reaches wider audience ✓
(d) All of these

(ii) What is the percentage of customers who visit and
actually buy something called?
(a) Affiliate programs
(b) Click through
(c) Spam
(d) Conversion rates ✓

(iii) All of the following are techniques B2C ecommerce companies
use to attract customers, except
(a) Registering with search engines
(b) viral marketting ✓
(c) Online ads
(d) virtual marketting

(p.t.o.)

(iv) Which segment do eBay, Amazon.com and Lands End.com belong? (a) B2Bs

(b) B2Cs ✓

(c) C2Bs

(d) C2Cs

(v) Digital products are best suited for B2C ecommerce because they (a) are commodity like products ✓

Group B

(2) Define ERP

(3) Why does a company pursue a new ERP solution?

(A) Five reasons why companies choose new ERP software :—

• Standardization of software

• Better counting & financial reporting

• Faster response times

• Regulatory compilance and security

• Mobility & flexibility

(4) What are functional & technical modules of ERP package?

(A) Functional modules are:

(i) Finance (ii) Logistics

(iii) Human Capital Management

Technical modules are:—

(i) product planning (ii) material purchasing

(iii) inventory control (iv) distribution

(6) What are main disadvantages of e-commerce?

(A) Disadvantages can be categorized into technical & non-technical disadvantages :—

Technical disadvantages :—

(i) Lack of system security, reliability due to poor implementation of e-commerce site.

(ii) s/w development industry is changing rapidly and evolving.

(iii) special h/w or s/w compatibility issues (for eg Not compatible with a particular s/w).

Non-technical issues :—

(i) Initial cost of building and creating an e-commerce site is very high.

(ii) User adaptation is rare to see initially.

(iii) it is difficult to ensure security & privacy initially.

(7) What is digital signatures? What is public key & private key cryptography?

(A) Digital Signatures

A digital code (generated and authenticated by public key encryption) which is attached to an electronically generated document to verify contents and seller's identity. Prevents non-repudiation/repudiation

(p.t.o)

Public key cryptography

Also known as asymmetric cryptography. Here the key used to encrypt plaintext to cypher text is known to everyone i.e. public. With private key out recieves and message combe decryptes.

Private key cryptography

Also known as symmetric cryptography. The key used to encrypt and decrypt the message is unique and no seperate key is used here. There is only one key which is kept private.

Private key cryptography

Plaintext ——Bob's public key——▷ Cyphertext ——Alice private key——▷ Plaintext

Bob is sender   Alice is reciever

Plaintext ——Both shared public key——▷ Cyphertext ——Both private key——▷ Plaintext

Bob is sender   Alice is reciever