Tribhuvan University
Institute of Science and Technology
2079

Bachelor Level / elective-ii-semester / Science

Full Marks: 60 + 20 + 20

Computer Science and Information Technology(CSC370)

Pass Marks: 24 + 8 + 8

E-Commerce

Time: 3 Hours

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Section A

Attempt any two questions.

1 Explain different types of B2C business models with examples.

2 Why it is essential to enforce security in e-commerce? Discuss the different dimensions of e-commerce security from consumer and merchant perspectives.

3 Describe how electronic payments are done using digital cash, e-checks, and electronic billing presentment and payment systems. List their advantages and disadvantages.

Section B

Attempt any eight questions.

4 How pure e-commerce differs from partial e-commerce? Support your answer with proper examples.

5   Describe firm value chain and form value web. Mention their significance in e-commerce.

6   Why it is important to build catalogs in e-commerce systems? How static catalog differs from dynamic catalog?

7   What is identity theft? How spoofing and pharming can impact e-commerce trades?

8   Describe how rich pins, promoted pins and cinematic pins are used in Pinterest Marketing?

9   Discuss the concepts behind the online marketing metrics like impressions, Click-through rate, and page views.

10   Why it is essential to perform Search Engine Optimization (SEO)? How off page SEO can be done?

11   What is the significance of doing Google analytics and social media analytics in e-commerce? How they are done?

12   How auctioning is done In e-commerce? Discuss different types of auctioning.

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2078

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Section A

Attempt any two questions.

1 What is e-commerce business model? Describe the key elements of e-commerce business model.

2 What are the security threats in e-commerce? How client server and data transactions securities are maintained in e-commerce?

3 What is e-payment? Discuss how credit card transactions, electronic checks and stored value

payment system work. Mention their pros and cons

Section B

Attempt any eight questions.

4 Describe the factors that make U-commerce different from M-commerce?

| 5 | What is industry value chain? Mention the generic players in the value chain. |

| 6 | What is digital wallet? How it works? |

| 7 | What is a catalog in e-commerce application? How can you create catalogs? |

| 8 | Define malicious code. How the potentially unwanted programs like adware and spyware works? |

| 9 | Discuss different pricing models for online advertisements |

| 10 | How facebook exchanges, reaction buttons and sponsored message are used for social marketing and advertisement. |

| 11 | What is Search Engine Optimization (SEO)? How on page SEO can be done? |

| 12 | How content based and collaborative filtering approaches are used for product recommendation in e-commerce? |

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2076

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E-Commerce   Time: 3 Hours

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Section A

Attempt all the questions.

1   What is media convergence in ecommerce? How it influence ecommerce? Discuss technological and market factors that drive media convergence.

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2   What is digital wallet? How it can be used in ecommerce? What issues need to be considered while designing electronic payment system?

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3   What is EDI? How EDI is used in ecommerce. How EDI has influenced information flow in international trade?

Section B

Attempt all the questions.

4   What are the different types of digital documents used in corporate library?

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5   What is I-way? What market forces influence the I-way?

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6   Discuss the post-purchase interaction involved in mercantile process from customers perspective.

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7   How WWW architecture encompasses the global hypertext publishing, universal reader, and client-server concepts?

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8   What is cryptography? How cryptography can be used to ensure data and message transaction security in ecommerce?

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9   What do the properties like ubiquitous, richness, and information density in e-commerce means? Support your answer with an example.