BRAINWARE UNIVERSITY

Course – BAMW

E - Commerce (BMW403)

(Semester – 4)

Time allotted: 3 Hours   **Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Questions)   10 x 1 = 10

1.   *Choose the correct alternative from the following*
(i)   EDI stands for
- a.   Electronic Direct Insert
- b.   Electronic Data Interchange
- c.   Electrical Data Interchange
- d.   Electronic Data Insert

(ii)   For transaction, electronic payment system uses
- a.   ATM
- b.   Internet banking
- c.   Traditional banking
- d.   None of these

(iii)   For marketing any product through digital marketing, seller commonly uses
- a.   Television
- b.   Internet
- c.   Radio
- d.   Printed Flex and pamphlets

(iv)   Internet Explorer is a
- a.   Search Engine
- b.   Social networking site
- c.   Browser
- d.   None of these

(v)   Which type of e-commerce focuses on consumers dealing with each other?
- a.   B2B
- b.   B2B
- c.   C2C
- d.   B2G

(vi)   Which segment do eBay, Amazon, FlipKart belong
- a.   B2C
- b.   C2C
- c.   B2G
- d.   B2B

(vii)   Which one of the following is most common types of e-commerce?
- a.   B2C
- b.   C2C
- c.   B2G
- d.   B2B

(viii) Which of the following describes e-commerce
     a. Banking   b. Doing business electronically
     c. Browsing   d. Doing business manually

(ix) The geographical reach of e-commerce that enables commerce across national boundaries is called
     a. Interactivity   b. Global reach
     c. Richness   d. Ubiquity

(x) For displaying the data in tabular form, which of the following HTML tag is used
     a. <a href>   b. <img src>
     c. <p>   d. <table>

Group – B

(Short Answer Type Questions)   3 x 5 = 15

Answer any *three* from the following
2. How does an E-Commerce process work and what are the step required for an E-Commerce transaction enable be coming?   [5]
3. List the major benefits and application of E-Business.   [5]
4. What is 'web portal'? Give few examples of web portal. Explain the term 'web hosting'.   [5]
5. Explain electronic payment procedure. Mention different payment mode for E-Commerce   [5]
6. What is web marketing? What are the major advantages of marketing through web?   [5]

Group – C

(Long Answer Type Questions)   3 x 15 = 45

Answer any *three* from the following
7. (a) Differentiate between traditional commerce and electronic commerce   [7]
   (b) Explain elaborately, the process of Value Chain Management with proper figure and example   [8]
8. What are the different business models of E-Commerce? Explain each business model with appropriate example   [15]
9. (a) What are the different issues relating to E-Commerce?   [7]
   (b) Define 'Cyber law'. What are the important aims of Cyber law?   [8]

10. (a) Explain Client – Server model with an appropriate example and
       figure.   [8]
    (b) Write a HTML program to display few text lines such that one part
       of the text will be in bold, another part will be in italics and
       remaining part will be underlined.   [7]
11. (a) What are the steps for setting up a website for E-Commerce.   [8]
    (b) Define 'Mobile commerce'. Mention various applications of mobile
       commerce.   [7]