BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Arts (Honours) in Multimedia & Web Development

Course Name – E-Commerce

Course Code – 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 Question)   10 x 1 = 10

1. *Choose the correct alternative from the following*

(i)   By Electronic Commerce we mean:

a. Commerce of electronic goods	b. Commerce which depends on electronics
c. Commerce which is based on transactions using computers connected by telecommunication network	d. Commerce which is based on the use of internet

(ii)   Electronic Data Interchange is necessary in

a. B2C e-Commerce	b. C2C e-Commerce
c. B2B e-Commerce	d. Commerce using internet

(iii)   Which segment does eBay.com belong?

a. B2B	b. B2C
c. C2B	d. C2C

(iv)   The science of encrypting message is known as

a. cryptanalysis	b. cryptography
c. Digital signature	d. firewall

(v)   A digital signature does allow

a. Scanned signature	b. Signature in binary form
c. Encrypting information	d. Hand written signature

(vi)   In electronic cheque payments developed, it is assumed that most of the transactions will be
      a.   customers to customers   b.   customers to business
      c.   business to business   d.   banks to banks

(vii)   Cyber law came into force in the year_____

      a.   2000   b.   2004
      c.   2008   d.   2012

(viii)   _____uses different key for encryption and decryption.

      a.   Symmetric key cryptography   b.   Asymmetric key cryptography
      c.   Both   d.   None

(ix)   Raw bits are transferred in_____of an ISO-OSI model

      a.   Physical Layer   b.   Data Link Layer
      c.   Application Layer   d.   None of the above

(x)   TCP/IP model has_____layers.

      a.   Two   b.   Three
      c.   Four   d.   Seven

Group – B

(Short Answer Type Questions)   3 x 5 = 15

Answer any *three* from the following

2.   Explain E-Cash.   5
3.   Explain online payment categories with suitable example.   5
4.   What is B2C business model?   5
5.   What is Firewall? State the function of firewall in e-commerce.   5
6.   Explain EDI.   5

Group – C

(Long Answer Type Questions)   3 x 15 = 45

Answer any *three* from the following

7.   (a)   Explain issues in transaction security in e-payment system.   5
     (b)   What are the benefits to buyers and sellers in E-business? Define EFT.   8+2
8.   (a)   Explain TCP/IP model of networks.   8
     (b)   Compare it with ISO/OSI model   7

9. (a) Take an example of any one e-commerce companies in India providing high end e-commerce solutions and describe how they established customer confidence, trust and ensured privacy and security of the e-commerce transactions.   12

(b) Distinguish between CRM and SCM.   3

10. (a) Define Cyber law.   3

(b) Explain the salient features of cyber law.   12

11. Write short note on (any three) these following topics: 3 x 5

(a) Domain Server

(b) C2B Business Model

(c) Digital Marketing

(d) EDI

(e) E-commerce vs Traditional commerce