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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – Dip.CSE-2022

Course Name – E-Commerce

Course Code - DCSE-PC601

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the appropriate option for e-commerce
 - a) deals with buying
 - b) deals with selling
 - c) deals with transaction
 - d) All of these
- (ii) Identify the products that is lesser purchased using e-commerce
 - a) books
 - b) mobiles
 - c) softwares
 - d) automobiles
- (iii) Select the role of logistics in e-commerce
 - a) To manage the flow of goods and services from production to delivery
 - b) To manage the financial transactions between buyers and sellers
 - c) To manage the marketing and advertising of goods and services
 - d) To manage the customer service and support for e-commerce platforms
- (iv) Select an example of a trade cycle in e-commerce
 - a) A customer browsing an e-commerce website
 - b) A customer adding items to their cart
 - c) A customer checking out and completing a purchase
 - d) A customer returning an item for a refund
- (v) Identify the type of ads appears on top of a web page
 - a) pop up
 - b) pop under
 - c) banner
 - d) no ads
- (vi) Choose the feature of intranet
 - a) people outside organization can access it
 - b) people outside organization cannot access it
 - c) people inside organization cannot access it
 - d) None of these
- (vii) Identify the platform that provides online travel booking services.
 - a) Uber
 - b) Expedia
 - c) Walmart
 - d) Alibaba

- (viii) Choose the role of Artificial Intelligence (AI) in e-tourism.
a) Manual ticket booking
b) Personalized travel recommendations
c) Slower response times
d) Reduced customer engagement
- (ix) Select the most commonly used online payment gateway.
a) PayPal
b) Wikipedia
c) Snapchat
d) YouTube
- (x) Select the advantage of delivering digital products online.
a) Instant download and access
b) Requires physical delivery
c) Higher shipping costs
d) Needs large warehouse storage
- (xi) Identify a key advantage of buying software online.
a) Instant access to downloads and updates
b) Physical delivery required for activation
c) No online customer support available
d) Limited compatibility with digital devices
- (xii) Identify an advantage of electronic newspapers for readers.
a) Access to interactive content such as videos and hyperlinks
b) Requires physical storage space
c) Limited news coverage
d) Slower news updates
- (xiii) Select the role of online trading platforms in share dealing.
a) Enables instant buying and selling of shares
b) Requires in-person transactions
c) Restricts investors to local stock markets only
d) Increases delays in stock trading
- (xiv) Select a legal concern related to online gambling.
a) Regulation and licensing differences across countries
b) Universal laws for all gambling platforms
c) No government oversight
d) No need for customer verification
- (xv) Select the advantage of using the internet for case study research.
a) Quick access to a wide range of resources
b) Limited data availability
c) No peer-reviewed articles online
d) Restricted access to global information

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the significance of domain names in e-commerce. (3)
3. Describe Internet Banking. (3)
4. Define online delivery of digital products. (3)
5. Define e-commerce with its applications. (3)
6. Define SET protocol. (3)

OR

Describe the functionality of web page in E-Commerce. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Compare the risks associated with paper documents and electronic documents in terms of security, confidentiality, and legal validity. Discuss how these risks impact businesses and individuals in day-to-day operations. (5)
8. Explain the differences between Symmetric and Asymmetric Cryptosystems, highlighting their advantages and disadvantages. (5)
9. Explain the concept of Consumer Trade Transactions and outline the various stages involved in completing an online consumer trade transaction. (5)
10. Describe the role of online real estate platforms in the property market. (5)
11. Explain how has online banking transformed personal finance management. (5)
12. Define RSA encryption. (5)

OR

Explain the DES encryption method.

(5)

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