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Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – BCA(MAWT)-Hons-2024
Course Name – E-Commerce Technology
Course Code - BMT30203
(Semester III)

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) Contrast traditional marketing with E-Marketing.

a) Both use TV ads
b) E-Marketing is print-based
c) Traditional uses offline; E-Marketing uses online
d) Both only use the internet

(ii) Show how software agents are used in E-Commerce.

a) Manage user accounts
b) Automate price comparison tasks
c) Build payment gateways
d) Deliver packages

(iii) Compare product and service digitization in E-Commerce.

a) Only services can be digitized
b) Only products can be digitized
c) Both can be digitized for online delivery
d) Neither can be digitized

(iv) Explain importance of web presence goals in E-Marketing.

a) Manage warehouse staff
b) Create irrelevant ads
c) Align digital strategy with business goals
d) Reduce customer base

(v) Why is internet security essential?

a) To block websites
b) To ensure safe online transactions
c) To speed up internet
d) To design pages

(vi) Show how privacy is at risk online.

a) Secure passwords
b) Data tracking by websites
c) Good antivirus
d) Firewall

(vii) Classify the act of stealing card data through a fake device.

a) Phishing
b) Skimming
c) Spoofing
d) Cyberbullying

(viii) Classify skimming under which type of fraud.

a) Physical shoplifting
b) ATM card data theft

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c) Cloud server maintenance
d) Browser popup

(ix) Explain the main purpose of the Information Technology Act 2000.

a) Regulates sports events
b) Controls vehicle speed
c) Deals with cybercrime and e-governance
d) Supports social media

(x) Identify Certification Authority (CA) under which security role in E-Commerce.

a) Marketing agency
b) Data storage service
c) Trust provider for digital certificates
d) Product seller

(xi) Compare B2C and C2C models in E-Commerce.

a) B2C involves individual sellers
b) C2C includes businesses only
c) B2C is business to customer; C2C is customer to customer
d) C2C is faster than B2C

(xii) Contrast product digitization and service digitization.

a) Both are manual
b) Products can't be digitized
c) Services can't be digitized
d) Both can be delivered electronically

(xiii) Model the structure of an E-Commerce system using appropriate technology.

a) Use file cabinets
b) Use pen and paper
c) Use a web-based client-server setup
d) Print brochures

(xiv) Relate digital signature with internet banking security.

a) Used for decorating pages
b) Protects the physical ATM
c) Helps authenticate banking transactions
d) Used for color themes

(xv) Which of the following best explains the difference between phishing and skimming in the context of E-commerce security?

a) Phishing steals data through software, while skimming uses fake emails
b) Phishing is a cyberattack via deceptive communication, while skimming captures data through a physical device
c) Phishing involves virus attacks, while skimming involves network hacking
d) Phishing is safer than skimming because it needs passwords

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Name the four main types of E-Commerce. (3)
3. Classify the types of E-Commerce based on transaction parties. (3)
4. Compare B2B and B2C models of E-Commerce. (3)
5. Contrast token-based payment systems with electronic cash systems. (3)
6. Justify the increasing reliance on digital signatures and Certification Authorities in modern e-payment systems. (3)

OR

Compare different generations of wireless communication and conclude how they impact mobile commerce security. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the architectural framework of E-Commerce with suitable diagram. (5)
8. Explain how product and service digitization enhances E-Commerce operations. (5)
9. Classify different types of risks associated with e-payment systems and show how they are mitigated. (5)
10. Analyze the major security threats in E-Commerce and examine the role of Cyber Law in addressing these threats. (5)

11. Inspect the relationship between wireless spectrum allocation and mobile commerce service quality. (5)
12. Compare and evaluate digital token-based systems and electronic cash in terms of security and usability. (5)

OR

Explain and prove how digital signatures and Certification Authorities (CAs) ensure transaction integrity in e-payment systems. (5)

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