



# BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – Dip.CSE-2018/Dip.CSE-2019/Dip.CSE-2020

Course Name – E-Commerce

Course Code - DCSE604

( 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) Choose the idea when manufacturer directly sale to customers
  - a) e-retailing
  - b) e-binding
  - c) e-bidding
  - d) e-wholesale
- (ii) Identify the option that is a challenge of e-commerce
  - a) Security concerns
  - b) Limited customer base
  - c) Limited reach
  - d) Lower transaction costs
- (iii) Choose the main advantage of internet banking for customers
  - a) The ability to earn higher interest rates on deposits
  - b) The ability to access banking services from anywhere and at any time
  - c) The ability to receive personalized banking services
  - d) None of the above
- (iv) Identify the option that is an example of a horizontal electronic market
  - a) eBay
  - b) MyShop
  - c) Alibaba
  - d) None of the above
- (v) Choose the main advantage of a remote job for employers
  - a) The ability to reduce overhead costs associated with maintaining a physical office space
  - b) The ability to offer employees more personalized work environments
  - c) The ability to increase employee morale and job satisfaction
  - d) None of the above
- (vi) Select the type of Amazon, Flipkart
  - a) B2B
  - b) B2C
  - c) C2B
  - d) All of these
- (vii) Select the true option from the following
  - a) e-business and e-commerce are totally different concept
  - b) e-business is a component of e-commerce

- c) e-commerce is a component of e-business      d) e-business and e-commerce are same
- (viii) Select the option that is suitable for B2C model of e-commerce
- a) two businesses      b) two consumers  
c) business and consumer      d) business and government
- (ix) Select the appropriate option for e-commerce
- a) deals with buying      b) deals with selling  
c) deals with transaction      d) All of these
- (x) Identify an example of an EDI document
- a) Purchase order      b) Invoice  
c) Advance shipping notice      d) All of the above
- (xi) Select the option that is a category of e-commerce application
- a) EDI      b) Education  
c) Internet      d) products
- (xii) Choose the term used to specify Communication within a network
- a) internet      b) intranet  
c) network      d) None of these
- (xiii) Identify the most commonly used payment method in B2C e-commerce transactions
- a) Credit card      b) Check  
c) Cash on delivery      d) Wire transfer
- (xiv) Identify the option that is a type of software used for e-commerce
- a) Shopping cart software      b) Payment gateway software  
c) Content management software      d) All of the above
- (xv) Choose the option that defines internet banking
- a) The act of depositing and withdrawing money at a physical bank location      b) The act of performing banking transactions through a digital platform  
c) The act of sending money through wire transfers      d) None of the above

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. State some of the potential challenges for satisfying the hardware requirements for an e-commerce system (3)
3. Describe how can businesses optimize the trade cycle in their e-commerce operations (3)
4. Discuss e-cash, e-cheque and internet banking. (3)
5. Explain some of the key benefits and challenges associated with online banking (3)
6. Differentiate between symmetric and asymmetric cryptography. (3)

OR

Explain digital signature. Write protocols for secure messaging. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain how does EDI affect the speed and efficiency of business transactions (5)
8. Explain how have e-grocers impacted the grocery industry and what are some benefits for consumers (5)
9. Explain cryptography and its types. (5)
10. Explain Secure Electronic Transaction (SET) in details. (5)
11. Describe the difference between traditional and electronic commerce. (5)
12. Illustrate some risks associated with paper documents in comparison to electronic documents (5)

OR

Explain some key components of an enforceable online contract (5)

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