



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)

LIBRARY
Brainware University
Barasat, Kolkata -700125

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)
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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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