



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – BBA-2022/B.Com.(AFB)-Hons-2022
Course Name – E-Commerce/E Commerce
Course Code - BBAS301/BCMS301
(Semester III)

Library
Brainware University
308, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Digitized by
www.bru.ac.in

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 purpose of a content management system (CMS) in an e-commerce website
- a) Creating, editing, and organizing website content
 - b) Analyzing customer behavior
 - c) Managing the physical inventory
 - d) Monitoring server performance
- (ii) Identify Which type of e-commerce focuses on consumers dealing with each other?
- a) b2b
 - b) b2c
 - c) c2b
 - d) c2c
- (iii) Select from the following that is an e-commerce website
- a) Amazon.com
 - b) Flipkart.com
 - c) Alibaba.com
 - d) All of these
- (iv) Identify which of the following is part of the four main types of e-commerce?
- a) b2b
 - b) b2c
 - c) c2b
 - d) all of the above
- (v) State all electronically mediated information exchanges
- a) E-Business
 - b) Digital Business
 - c) E-Commerce
 - d) None of the above
- (vi) Indicate the E-Commerce commercial enterprise model specifically that specializes in selling services or products online associated with
- a) Indirect Marketing
 - b) Online Direct Marketing
 - c) Brick & Mortar
 - d) Marketplace
- (vii) Identify concept of e-commerce involves the electronic exchange of documents related to a transaction between businesses
- a) API (Application Programming Interface)
 - b) XML (Extensible Markup Language)
 - c) EDI (Electronic Data Interchange)
 - d) HTML (Hypertext Markup Language)
- (viii) Predict that can enables merchants to better understand consumers in E-commerce technology

- a) The more information consumers get, the less valuable the information is
- b) The number of information consumers get is proportional to the value of the information
- c) The fewer information consumers get, the less valuable the information is
- d) None of the above is true
- (ix) Identify the following statements is true about e-commerce
- a) It is limited to physical retail stores.
- b) It only includes online shopping.
- c) It encompasses all online activities related to buying and selling goods and services.
- d) It is a traditional form of commerce.
- (x) Determine a common e-commerce concept that refers to the process of buying and selling products or services over the internet
- a) E-tailing
- b) E-banking
- c) E-marketing
- d) E-learning
- (xi) Select from the following is NOT a characteristic of e-commerce
- a) Tangibility
- b) Ubiquity
- c) Interactivity
- d) Global Reach
- (xii) Choose the correct option about Vertical market
- a) Provide products and services for special businesses online
- b) including all Internet users
- c) sell products and services to a large number of companies in different industries
- d) None of the above
- (xiii) Select which e-commerce model involves consumers participating in the creation and exchange of value
- a) B2B
- b) B2C
- c) C2C
- d) C2B
- (xiv) Recognize the force indicates a situation where a market is filled with similar e-commerce businesses, making it harder for new entrants to compete
- a) Market Saturation
- b) Limited Payment Options
- c) Flexibility and Adaptability
- d) Language Barriers
- (xv) Write the purpose of a Database Management System (DBMS) in e-commerce
- a) Secure payment transactions
- b) Store and manage data efficiently
- c) Design website layouts
- d) None of the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the concept of soft-launch. (3)
3. Explain the term "Encryption". (3)
4. Explain the concept of Electronic Governance. (3)
5. Explain the term "VPN". (3)
6. A luxury brand is expanding its customer engagement efforts on social media platforms. Recommend three strategies which they can employ to create meaningful interactions and build a loyal online community. (3)

OR

An educational institution wants to establish an online learning platform. Evaluate the advantages and challenges associated with online learning. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the concept of Business to Customer E-commerce model using a suitable diagram. (5)
8. Write a short note on "Section 44" of the IT Act, 2000. (5)

9. Explain in detail the "Planning" step in the process of Designing, Building, and Launching an E-commerce Website. (5)
10. A company specializing in e-tailing is facing challenges in terms of maintaining customer satisfaction and trust. Evaluate the problems and features associated with e-tailing and suggest potential solutions. (5)
11. Explain the concept of NEFT. (5)
12. A customer is interested in buying electronics online but is unsure about the reliability of e-commerce platforms. Evaluate the measures taken by reputable e-commerce platforms to ensure secure and reliable transactions. (5)

OR

An auction house is planning to conduct online auctions. Evaluate the advantages and disadvantages of online auctions compared to traditional auctions. (5)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125