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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – Dip.CSE-2022/Dip.CSE-2023

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) Identify the scope of e-commerce

a) Selling and buying of goods and services online

c) Selling of goods only

b) selling and buying of goods and services offline

d) Selling of services only

(ii) Identify the difference between e-commerce and e-business

a) E-commerce involves online transactions while e-business involves all business processes using electronic means

c) There is no difference between e-commerce and e-business

b) E-business involves online transactions while e-commerce involves all business processes using electronic means

d) E-commerce is limited to selling goods while e-business involves selling goods and services

(iii) Identify the correct option regarding the challenge of e-commerce

a) Security concerns

c) Limited reach

b) Limited customer base

d) Lower transaction costs

(iv) Select the full form of EFT

a) Electronic Fund Transfer

c) Electrical Fund Transfer

b) Electronic Finance Transfer

d) Electrical Finance Transfer

(v) Identify the EDI documents from the following

a) invoice

c) acknowledgement

b) purchase order

d) All of these

(vi) Identify the meaning of S in HTTPS

a) system

c) secure

b) server

d) sensitive

(vii) Choose the example of payment systems from the following

a) debit card

c) e-money

b) credit card

d) All of these

(viii) Choose the term used to specify Communication within a network

- a) internet
- b) intranet
- c) network
- d) None of these

(ix) Choose the meaning of internet

- a) network of networks
- b) web site
- c) host
- d) server

(x) Select the correct option regarding APR stands for in banking

- a) Annual Profit Rate
- b) Average Percentage Rate
- c) Annual Percentage Rate
- d) Asset Provision Ratio

(xi) Select the correct option regarding the 'editorial bias' in journalism

- a) Unedited news reports
- b) Intentional or unintentional slanting of news coverage
- c) News stories with strong language
- d) News stories with limited readership

(xii) Identify the correct option regarding the role of an ombudsman in journalism.

- a) Investigate public complaints about the media
- b) Write editorial columns
- c) Manage newsroom budgets
- d) Coordinate live news broadcasts

(xiii) Select a business can do to ensure a seamless online shopping experience

- a) Rely on offline transactions only
- b) Optimize the website for ease of navigation and mobile use
- c) Keep website content outdated
- d) Make the shopping process as complicated as possible

(xiv) Identify an E-commerce business can take to gather customer feedback

- a) Ignore customer reviews
- b) Use surveys, ratings, and customer feedback forms
- c) Avoid tracking customer satisfaction
- d) Never respond to customer feedback

(xv) Identify an E-commerce companies should do to streamline product returns

- a) Avoid clear return policies
- b) Simplify the return process and provide clear instruction
- c) Charge high fees for returns
- d) Restrict return options

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain some communication protocols used in EDI. (3)
3. Explain e-business and its types. (3)
4. Discuss difference between encryption and decryption. (3)
5. Define the role of VBScript in ASP. (3)
6. Explain digital signature. Write protocols for secure messaging. (3)

OR

Explain plain text and cipher text. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss the importance of security in E-Commerce and explain the various security measures that can be adopted to ensure safe online transactions. (5)
8. 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)
9. Discuss the legal issues surrounding the use of trademarks and domain names in internet commerce. Describe the procedures adopted by the companies to protect their intellectual property rights in online. (5)

10. Explain the differences between Symmetric and Asymmetric Cryptosystems, highlighting their advantages and disadvantages. (5)
11. Explain the concept of E-Tourism and its impact on the travel and tourism industry. (5)
12. Explain the DES encryption method. (5)

OR

Describe the role of Secure Electronic Transaction (SET) protocol. (5)

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