

COURSE: B.COM. (P.)

SEMESTER - IV

PAPER: E-COMMERCE

ASSIGNMENT QUESTIONS-

- 1 a) Define the concept of E-Commerce. How does it differ from e-Business?
b) Explain in details the different drivers of E-Commerce.

- 2a) What are the advantages and disadvantages of E-Commerce?
b) State the difference between Brick and Mortar and Pure Online business model.

- 3a) Differentiate among Internet, Intranet and Extranet.
b) Explain the life cycle approach of building a web site.

- 4a) What are the various ways through which a website can be promoted?
b) What are the main points to be taken into account while designing a website?

- 5a) Explain the main components of E-Commerce infrastructure?
b) What should be Marketing strategies for online success of a website?

- 6a) Explain in brief the nature and dynamics of Internet.
b) What are benefits of well-designed and well-planned website.

INTERNAL TEST

1. (a) Compare and Contrast Brick and Mortar and Pure online Business model?. (5)
(b) What is E-Money? Explain various properties of E-money?? (5)

2. (a) What are the functions of Transport and Session layer of ISO-OSI Model? Also explain the protocols at each stage of these layers. (5)
(b) How electronic payment system is different from traditional payment system? (5)

MULTIPLE CHOICE QUESTIONS

1.is concerned with the buying and selling information, products and services over computer communication networks
(a) Commerce
(b) E-Commerce
(c) E-Business

(d) None of these

2. Which of the following model is part of E-Governance: a. G2B b. G2C c. B2G d. C2G

3. URL stands for: a. Uniform Resource Locator b. Universal Resource Locator c. Universal Random Locator d. Uniform Random Locator

4. SET protocol on internet stands for: a. Secure Electronic Transaction b. Secure Internet Transaction c. Secure Establish Transaction d. Secure Electronic Transmission

5. Digital Cash has following characteristic a. Anonymity b. Security c. Confidentiality d. All of Above

6.ads appears as rectangular graphics near the top of the page

(a) Banner ads

(b) floating ads

(c) interstitials

(d) Unicast ads

7.is the buying and selling of goods and services through wireless handled devices such as cellular phone and Personal Digital Assistants

(a) Mobile Commerce

(b) e-commerce

(c) both of these

(d) none of these

8.is the system of purchasing cash credits in relatively small amounts, storing the credits in our computer, and then spending them, when making electronic purchases over the internet.

- (a) E-cash
- (b) Digicash
- (c) Cyber cash
- (d) any of these

9.is a financial instrument which can be used more than once to borrow money or buy products and services on credit.

- (a) Credit card
- (b) E-Cheques
- (c) E-cash
- (d) none of these

10.provide security and privacy for the use of the web page content

- (a) HTTP
- (b) html
- (c) FTP
- (d) none of these

11. Tag used to create a hyperlink in HTML

- (a) <hyperlink>
- (b) <link>
- (c) <a>

(d) <file>

12. Tag to create an ordered list:

(a)

(b)