



Enrollment No.....
Faculty of Management
 End Sem (Even) Examination May-2018
 MS3SE04 E-Commerce
 Programme: BBA Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which one of the following is not one of the major types of e-commerce? **1**
 (a) C2B (b) B2C (c) B2B (d) C2C
- ii. Which segment is eBay an example? **1**
 (a) B2B (b) C2B (c) C2C (d) None of these
- iii. "WWW" stands for **1**
 (a) World wide war (b) World wide wares
 (c) World wide wait (d) World wide web
- iv. ISP stands for **1**
 (a) Internet service provider (b) Internet security protocol
 (c) Internet survey period (d) Integrated Service provider
- v. Which of the following describes e-commerce? **1**
 (a) Doing business electronically (b) Doing business
 (c) Sale of goods (d) All of these
- vi. In Electronic cash payment **1**
 (a) A debit card payment system is used
 (b) A customer buys several electronic coins which are digitally signed by coin issuing bank
 (c) A credit card payment system is used
 (d) RSA cryptography is used in the transactions
- vii. EDI standard **1**
 (a) Is not easily available
 (b) Defines several hundred transaction sets for various business forms
 (c) Is not popular
 (d) Defines only a transmission protocol

- viii. The dimension of e-commerce that enables commerce across national boundaries is called _____. **1**
 (a) Interactivity (b) Global reach
 (c) Richness (d) Ubiquity
- ix. All of the following are wireless Internet access network technologies except _____. **1**
 (a) Wi-Fi (b) Bluetooth (c) Zigbee (d) Gigapop
- x. Which of the following is an example of a portal? **1**
 (a) Amazon (b) Ebay (c) Facebook (d) Yahoo

- Q.2 i. What is E-Commerce? Explain the components of e-commerce. **2**
 ii. Explain advantages and disadvantages of E-Commerce. **3**
 iii. Explain the architecture of e-commerce. **5**
 OR iv. Explain about B2C model. **5**
- Q.3 i. What is the difference between Internet and Intranet? **2**
 ii. What are the basic applications of Internet? What are their benefits? **8**
 OR iii. What is Internet Domain Name System? Explain. **8**
- Q.4 i. What is an electronic payment system? **3**
 ii. What are the different types of e-commerce payment systems? **7**
 OR iii. Explain the special features required in payment system for E-Commerce. **7**
- Q.5 i. What do you mean by Electronic Data Interchange? **4**
 ii. What are the advantage and disadvantage of EDI? **6**
 OR iii. Explain the security issues considered in e-commerce. **6**
- Q.6 Attempt any two:
 i. Write down the different applications of an e-commerce. **5**
 ii. What do you mean by E-Governance? Mention any two E-Governance applications with examples. **5**
 iii. Discuss in detail about any two E-Commerce websites. **5**

Marking Scheme MS3SE04 E-Commerce

Q.1	i.	Which one of the following is not one of the major types of e-commerce? (a) C2B		1				
	ii.	Which segment is eBay an example? (c) C2C		1				
	iii.	“WWW” stands for (d) World wide web		1				
	iv.	ISP stands for (a) Internet service provider		1				
	v.	Which of the following describes e-commerce? (a) Doing business electronically		1				
	vi.	In Electronic cash payment (b) A customer buys several electronic coins which are digitally signed by coin issuing bank		1				
	vii.	EDI standard (b) Defines several hundred transaction sets for various business forms		1				
	viii.	The dimension of e-commerce that enables commerce across national boundaries is called _____. (b) Global reach		1				
	ix.	All of the following are wireless Internet access network technologies except _____. (d) Gigapop		1				
	x.	Which of the following is an example of a portal? (d) Yahoo		1				
Q.2	i.	Definition of E-Commerce	1 mark	2				
		Components of e-commerce.	1 mark					
	ii.	Advantages and disadvantages of E-Commerce. At least three points 1 mark each	(1 mark * 3)	3				
	iii.	Architecture of e-commerce	2.5 marks	5				
		Diagram	2.5 marks					
OR	iv.	Explanation of B2C model	4 marks	5				
		Example	1 mark					
Q.3	i.	At least 2 difference between Internet and Intranet	(1 mark * 2)	2				
	ii.	At least 4 applications of Internet Any four benefits	4 marks 4 marks	8				
OR	iii.	Internet Domain Name System Definition Explanation	 4 marks 4 marks	8				
Q.4	i.	Electronic payment system definition with example		3				
	ii.	Types of e-commerce payment systems		7				
OR	iii.	Features required in payment system 1 mark each	(1 mark * 7)	7				
Q.5	i.	Electronic Data Interchange definition Explanation	2 marks 2 marks	4				
	ii.	At least 6 advantage and disadvantage of EDI	(1 mark * 6)	6				
OR	iii.	Security issues considered in e-commerce Point wise explanation	 (1 mark * 6)	6				
Q.6		Attempt any two:						
	i.	At least five applications of an e-commerce	(1 mark * 5)	5				
	ii.	E-Governance Any two E-Governance applications Example	2 marks 2 marks 1 mark	5				
	iii.	Detail about any two E-Commerce websites. 2.5 marks each	 (2.5 marks * 2)	5				
