INTRODUCTION TO E-COMMERCE
(INFO 3221)

Time Allotted : 3 hrs   **Full Marks : 70**

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
<u>any 5 (five)</u> from Group B to E, taking <u>at least one</u> from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A
(Multiple Choice Type Questions)

1. Choose the correct alternative for the following: **10 × 1 = 10**

   (i)   _____ is an example of C2C e-commerce
           (a) Amazon.com   (b) ebay.com
           (c) Priceline.com   (d) e-Steel.com

   (ii)   The area of actual or potential commercial value in which a company intends to operate is _____
           (a) Market Place   (b) Marketspace
           (c) Perfect Market   (d) Bertrand Market

   (iii)   Digital commerce are best suited for B2C E-Commerece because they
           (a) are commodity like products
           (b) can be mass customized and personalized
           (c) can be delivered at the time of purchase
           (d) all of the above

   (iv)   EDIFACT is a standard
           (a) for representing business forms used in e-Commerce
           (b) for e-mail transaction for e-Commerce
           (c) for ftp in e-Commerce
           (d) protocol used in e-Commerce

   (v)   _____ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
           (a) Logistics   (b) EDI
           (c) Networking   (d) SCM

   (vi)   The _____ is a network that links selected resources of a company's intranet with its customers, suppliers, or other business partners.
           (a) Internet   (b) Extranet
           (c) Virtual Private Network   (d) Wide Area Network

(vii)   What is the percentage of customers who visit a web site and actually buy something called
(a) Retention rate   (b) Click-through
(c) Acquisition rate   (d) Conversion rate

(viii) EDI message is made up of
(a) message header, a series of data elements, message trailer
(b) message header, a series of messages, message trailer
(c) message header, a series of data segments, message trailer
(d) a series of data segments

(ix)   Digital Envelope contains symmetric key encrypted with the
(a) sender's private key   (b) sender's public key
(c) receiver's private key   (d) receiver's public key

(x)   Risk of merchant fraud in SSL is _____ SET.
(a) more than   (b) less than
(c) same as   (d) less than or same as

Group – B

2. (a)   Why B2C E-Business didn't flourish as much as did B2B?

    (b)   What are the value propositions of Amazon.com?

    (c)   What are the strategic differences between a Brick and Mortar (i.e., traditional) book shop and Click and Mortar book shop?

                                                    5 + 3 + 4 = 12

3. (a)   As per EDIFACT standard, explain with the help of a diagram, the structure of an EDI message.

    (b)   Explain sequentially with diagram, how EDI interchange takes place between companies using VADS facilities.

                                                    6 + 6 = 12

Group – C

4. You have got a new job as e-business consultant in a renowned publishing house. As per the prediction of Forrester Research, the custom-printed books will generate $7.8 billion in revenue in near future. Naturally the CEO is very much interested to start "custom publishing" which will give your company first mover's advantage. This print-on-demand books will be professional or educational titles that are stored on mainframe storage devices ready for printing in small print runs on demand. For instance, your company will have a "custom book" program that should allow professors to put together digitally stored chapters from many different books, along with articles from scholarly journals, and to publish a small print run of, say 150 books for a single class. A customer will visit the website of your company and hit the "Custom Build" button to place order. Generally these books are no less costly to

produce but they have the advantage of flexible content that can be changed to meet the specific needs of users. Also CEO wants to sell article(s) or scholarly research papers from their magazine and journal such that a customer can download just one article/paper which may cost very little e.g., Rs. 5.

Based on the above scenario and your experience answer the following questions:

(i) What is the value proposition? State briefly. What is the revenue model ? What is the market opportunity? Is there any competitive advantage?

(ii) The contents will be delivered in encrypted form. What encryption technology is most suitable for delivering customized content securely and why? What should be the most appropriate payment mechanism? Justify.

((2 + 2 + 2 + 2) + (2 + 2)) = 12

5. (a) What is Dropshipping model in e-commerce? Explain.

(b) What are the benefits and drawbacks of Dropshipping model?

(c) What is Fulfillment By Amazon(FBA) model? Explain.

(d) Compare and contrast Dropshipping and FBA.

2 + 4 + 2 + 4 = 12

Group – D

6. (a) What are the elements of security missing in Public Key Encryption? How Digital Signature Technology is going to fix them? Explain with the help of an appropriate diagram, step by step.

(b) What is NFC(Near Field Communication)? How Google Pay incorporates it in on-line payments?

6 + (2 + 4) = 12

7. (a) What is Location-based marketing? How Geotargeting and Geo-Conquesting technologies are used in Location-based marketing? Cite real life examples.

(b) What is SEO? Why it is important for an Ecommerce company? Why site architecture plays important role in Ecommerce SEO Strategy?

(2 + 4) + (3 + 3) = 12

Group – E

8. (a) A furniture company sells furnitures from their online store. They have hired you as they want to incorporate Augmented Reality(AR) in their Ecommerce business. How can you, as an AR expert, help them to increase their revenue?

(b) A company *Beautiful You,* sells make up products for women from their online store.They have employed you as their AR consultant. How you are going to help them achieve their business goals with the help of AR ?

    (c)   How Lenskart, the Indian company engaged in selling eyewears online and offline are using AR for their Ecommerce business?

4 + 4 + 4 = 12

9.   (a)   What is IoT(Internet of Things)? How does it work? Explain briefly with the help of a diagram.

    (b)   How IoT has revolutionized Ecommerce industry internally and externally?

(2 + 3) + 7 = 12

Department & Section	Submission Link
AEIE/CHE	https://classroom.google.com/c/Mjk5ODYwNzkyNTI1/a/MzY0NTY2MzkxNjk3/details