

E-COMMERCE
(CSBS 3132)

Time Allotted : 3 hrs

Full Marks : 70

Figures out of the right margin indicate full marks.

Candidates are required to answer Group A and any 5 (five) from Group B to E, taking at least one 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) In _____, a company steers business to a partner and receives a referral fee or percentage of the revenue from any resulting sales.
(a) transaction fee revenue model (b) sales revenue model
(c) advertising revenue model (d) affiliate revenue model
- (ii) _____ is an example of C2C e-commerce.
(a) Amazon.com (b) ebay.com (c) Priceline.com (d) e-Steel.com.
- (iii) The EDI software helps achieve
(a) coding/decoding of the EDI message
(b) interfacing with the VADS
(c) coding/decoding of the EDI message & interfacing with the VADS
(d) all of the above.
- (iv) 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
- (v) As far as basic facility of a VADS is concerned choose the right answer.
(a) The Postbox – where incoming messages are placed
(b) The Mailbox – where outgoing messages are placed
(c) The Postbox – where outgoing messages are placed
(d) The Mailbox – where incoming & outgoing messages are placed.
- (vi) Digital products are best suited for B2C e-commerce because they
(a) are commodity like products (b) can be mass-customized
(c) can be delivered at the time of purchase (d) all of the above.
- (vii) _____ is a public key encryption algorithm.
(a) DES (b) Triple DES (c) RSA (d) RAS
- (viii) In SSL, client authentication is _____
(a) mandatory (b) optional (c) unspecified (d) none of the above.

- (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) Customer specific products are also known as _____
(a) make-to-stock (b) make-to-order (c) goods (d) expected products.

Group- B

2. (a) What is "anytime, anywhere, anyone" in e-business perspective? [(CO1)(Understand/LOCQ)]
(b) Why dot coms in phase II (1997 – 2000) of e-commerce failed? Mention three most important reasons. [(CO1)(Analyze/IOCQ)]
(c) What are the most important differences between e-commerce and e-business era? [(CO1)(Remember/LOCQ)]
2 + 6 + 4 = 12
3. (a) What are the factors that compel companies to get into e-commerce? [(CO1)(Analyse/IOCQ)]
(b) What are the value propositions of Amazon.com? [(CO1)(Remember/LOCQ)]
(c) What is the revenue model of Google? [(CO1)(Remember/LOCQ)]
5 + 3 + 4 = 12

Group - C

4. You sell fresh fruits from your one and only brick and mortar store called "Juicy Fruits". You have a craving desire to be a sole supplier of fresh fruits to "C3" – a very popular and big grocery store. C3 does its sourcing only from suppliers those who are a subscriber to the VADS involved in retail sector. You have heard of EDI and its benefits, and finally you decided to join VADS to start a trading relationship with C3. Since you have no technological ability, the VADS will take care of everything.
- (i) Show with proper diagram, how the order by C3 will be communicated to you over EDI using "Store and Forward" system of VADS. [(CO3)(Apply/IOCQ)]
(ii) What role EDI software plays in this EDI communication? [(CO3)(Remember/LOCQ)]
(iii) How protocol independence and time independence is ensured by VADS? [(CO3)(Understand/LOCQ)]
6 + 2 + 4 = 12
5. (a) What is B2B e-commerce? Name three B2B models of e-commerce and very briefly explain how they work citing examples of real companies. [(CO3)(Understand/LOCQ)]
(b) What role does Supply Chain Management play in effective and efficient execution of e-commerce? [(CO3)(Apply/IOCQ)]
(2 + 6) + 4 = 12

Group - D

6. (a) Compare and contrast marketing strategies used in affiliate marketing, viral marketing and lead generation marketing. [(CO5)(Analyze/IOCQ)]
 (b) What is location-based marketing? How Geo-aware and Geo-fencing technologies are used in location-based marketing? [(CO5)(Apply/IOCQ)]
6 + (2 + 4) = 12
7. (a) Explain with the help of a diagram, using SSL (Secure Socket Layer) protocol how an e-commerce transaction takes place. [(CO4)(Apply/IOCQ)]
 (b) What is NFC (Near Field Communication)? How Google wallet incorporates it in on-line payments? [(CO4)(Apply/IOCQ)]
6 + (2 + 4) = 12

Group - E

8. (a) A furniture company sells furniture 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? [(CO6)(Evaluate/HOCQ)]
 (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? [(CO6)(Evaluate/HOCQ)]
 (c) How Lenskart, the Indian company engaged in selling eyewear online and offline are using AR for their e-commerce business? [(CO6)(Analyse/IOCQ)]
4 + 4 + 4 = 12
9. What is Blockchain? How does it work? Explain briefly with the help of a diagram. What is the impact of Blockchain on e-commerce? [(CO6)(Understand/LOCQ)]
(2 + 4 + 6) = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	40.63	51.04	8.3

Course Outcome (CO):

After the completion of the course students will be able to

1. Describe the basics of E-commerce system
2. Choose right kind of hardware and software platforms for the E-commerce system they are building

3. Classify EDI, B2B, B2C, C2C, m-commerce, E-Governance – the varied aspects of E-commerce
4. Interpret the importance of security in E-commerce
5. Indicate E-commerce marketing concepts, dimensions and technologies
6. Demonstrate how different emerging technologies are reshaping E-commerce.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question