E-COMMERCE
(CSBS 3132)

Time Allotted : 2½ hrs   **Full Marks : 60**

Figures out of the right margin indicate full marks.

Candidates are required to answer Group A and
<u>any 4 (four)</u> from Group B to E, taking <u>one</u> from each group.

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

Group – A

1. Answer any twelve: **12 × 1 = 12**

Choose the correct alternative for the following

(i) EDI is an example of
(a) B2B e-commerce   (b) B2C e-commerce
(c) C2C e-commerce   (d) m-Commerce.

(ii) In which revenue model, 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.

(iii) Choose the right answer regarding drawback of direct data communication for EDI transaction
(a) Time dependence   (b) Protocol Independence
(c) Protocol dependence   (d) Time and Protocol dependence.

(iv) Which one is an example of B2B e-commerce?
(a) Amazon.com   (b) ebay.com
(c) Priceline.com   (d) e-Steel.com.

(v) 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.

(vi) Certification of Digital signature by an independent authority is needed because
(a) it is safe
(b) it gives confidence to a business
(c) the authority checks and assures customers that the public key indeed belongs to the business which claims its ownership
(d) private key claimed by a sender may not be actually his.

(vii) Which form of e-commerce currently accounts for a huge majority of all e-commerce revenues?
(a) B2B   (b) B2C   (c) C2C   (d) C2B.

(viii) In public key encryption, the elements of security missing are
(a) Public Safety, Availability, Non repudiation
(b) Non repudiation, Availability, Integrity
(c) Non repudiation, Authenticity, Availability
(d) Non repudiation, Authenticity, Integrity.

(ix) Click and Mortar e-commerce strategy means
(a) pure online strategy   (b) pure offline strategy
(c) a hybrid of online and offline strategy   (d) none of the above.

(x) A digital signature
(a) is produced when sender encrypts the entire block of cipher text using the sender's public key
(b) ensures message authenticity and integrity
(c) is the digital version of hand-written signature
(d) all of the above.

Fill in the blanks with the correct word

(xi) In SSL, client authentication is ____

(xii) ___ is an example of C2B e-commerce.

(xiii) VPN uses ___ protocol.

(xiv) A client-server session in which the URL of the requested document, along with the contents, contents of forms, and the cookies exchanged, are encrypted is known as _____.

(xv) Blockchain is a peer-to-peer _____ distributed ledger technology that makes the records of any digital asset transparent and unchangeable.

Group - B

2. (a) How Digital Convergence has influenced E-commerce?   *[(CO1)(Analyse/IOCQ)]*
(b) Why B2C E-Business didn't flourish as much as did B2B?   *[(CO1)(Analyse/IOCQ)]*
(c) E-commerce is technology oriented. Explain whether it is myth or reality.
                [(CO1)(Analyse/IOCQ)]
(d) Middleman is out – explain briefly how far it is true in light of E-commerce.
                [(CO1)(Understand/LOCQ)]
2 + 6 + 2 + 2 = 12

3. (a) What are the factors that compel companies to get into E-commerce?
                [(CO1)(Analyse/IOCQ)]
(b) Why dot coms in phase II (1997 – 2000) of e-commerce failed? Mention two most important reasons.   *[(CO1)(Analyse/IOCQ)]*

(c)   What are the strategic differences between a Brick and Mortar (i.e., traditional) book shop and Click and Mortar book shop?   *[(CO1)(Analyse/IOCQ)]*

4 + 4 + 4 = 12

Group - C

4. (a)   What are Private Industrial Networks (PIN)? Explain it in light of Proctor & Gamble's PIN.   *[(CO3)(Understand/LOCQ)]*

     (b)   What are the specific objectives of PIN?   *[(CO3)(Remember/LOCQ)]*

(2 + 4) + 6 = 12

5. (a)   What is e-tailing? Why were so many entrepreneurs drawn to start businesses in the On-line retail sector initially? How this influences the B2B E-commerce?   *[(CO3)(Apply/IOCQ)]*

     (b)   What are the differences in e-tailing before year 2000 and after year 2000?   *[(CO3)(Understand/LOCQ)]*

     (c)   What are the strategic advantages of a Click and Mortar book shop over Brick and Mortar book shop?   *[(CO3)(Analyse/HOCQ)]*

(1 + 3 + 1) + 4 + 3 = 12

Group - D

6. (a)   How the elements of security that are missing in public key encryption can be ensured by digital signature technology? Explain with the help of an appropriate diagram.   *[(CO4)(Apply/IOCQ)]*

     (b)   Why digital envelope is called the best of both worlds?   *[(CO5)(Apply/IOCQ)]*

     (c)   How Google wallet incorporates NFC in online payments?   *[(CO5)(Apply/IOCQ)]*

6 + 2 + 4 = 12

7. (a)   Explain with the help of a diagram how does an online credit card payment system works? What is the major drawback of this payment system?   *[(CO4)(Understand/LOCQ)]*

     (b)   What do you understand by Near Field Communication? How Google Wallet is incorporating it in online payments?   *[(CO4)(Apply/IOCQ)]*

6 + (2 + 4) = 12

Group - E

8.   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/IOCQ)]*

(2 + 4 + 6) = 12

9. (a)   What is IoT (Internet of Things)? How does it work? Explain briefly with the help of a diagram.   *[(CO6)(Understand/LOCQ)]*

     (b)   How IoT has revolutionized Ecommerce industry internally and externally?   *[(CO6)(Analyse/IOCQ)]*

(2 + 3) + 7 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	30.2	66.67	3.13

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.