

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
any 4 (four) from Group B to E, taking one 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) 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
- (ii) Which one is a public key encryption algorithm?
 - (a) DES
 - (b) Triple DES
 - (c) RSA
 - (d) RAS.
- (iii) Encryption can provide four of the six key dimensions of e-commerce, i.e.,
 - (a) Integrity, Non repudiation, Authenticity, Availability
 - (b) Integrity, Availability, Public Safety, Authenticity
 - (c) Non repudiation, Authenticity, Public Safety, Privacy
 - (d) Integrity, Non repudiation, Authenticity, Confidentiality.
- (iv) In public key encryption if A wants to send an encrypted message
 - (a) A encrypts message using his private key
 - (b) A encrypts message using B's private key
 - (c) A encrypts message using B's public key
 - (d) A encrypts message using his public key.
- (v) For carrying out B2C e-Commerce, the following infrastructure is essential
 - (i) World Wide Web
 - (ii) Corporate network
 - (iii) Electronic Data Interchange standards
 - (iv) Secure Payment Services
 - (v) Secure electronic communication link connecting businesses
 - (a) i, iv
 - (b) i, iii, iv
 - (c) ii, iii
 - (d) i, ii, iii, iv
- (vi) Which one is **not** a force fuelling e-commerce?
 - (a) Economic Force
 - (b) Technology & Digital Convergence
 - (c) Internet Task Force
 - (d) Marketing & Customer Interaction Force.

- (vii) Choose the right answer regarding drawback of direct data communication for EDI transaction
 - (a) Time dependence
 - (b) Protocol dependence
 - (b) Protocol Independence
 - (d) Time and Protocol dependence
- (viii) 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.
- (ix) 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
- (x) 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.

Fill in the blanks with the correct word

- (xi) Blockchain is a peer-to-peer _____ distributed ledger technology that makes the records of any digital asset transparent and unchangeable.
- (xii) The transfer of _____, by agreed message standards, from one computer system to another, by electronic means is called EDI.
- (xiii) VPN uses ____ protocol.
- (xiv) The ____ is a network that links selected resources of a company's intranet with its customers, suppliers, or other business partners.
- (xv) The transfer of _____, by agreed message standards, from one computer system to another, by electronic means is called EDI.

Group - B

2. 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.

- (i) Based on the above scenario and your experience answer the following questions: What is the value proposition? State briefly. What is the revenue model? What is the market opportunity? Is there any competitive advantage? [[CO1](Analyse/IOCQ)]
- (ii) The contents will be delivered in encrypted form. Justify what encryption technology is most suitable for delivering customized content securely and why? What should be the most appropriate payment mechanism? Justify. [[CO4](Evaluate/HOCQ)]

$$[(2 + 2 + 2 + 2) + (2 + 2)] = 12$$

3. (a) What is the revenue model of Google? [[CO1](Remember/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 & e-business era? [[CO1](Remember/LOCQ)]

$$4 + 6 + 2 = 12$$

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) As per EDIFACT standard, explain with the help of a diagram, the structure of an EDI message. [[CO3](Understand/LOCQ)]
- (b) Explain sequentially with diagram, how EDI interchange takes place between companies using VADS facilities. [[CO3](Understand/LOCQ)]

$$6 + 6 = 12$$

Group - D

6. (a) Mention four important Facebook marketing tools and explain how they create marketing opportunities? [[CO5](Apply/IOCQ)]

- (b) How PayPal payment system works? [[CO4](Understand/LOCQ)]
(6 + 2) + 4 = 12
7. (a) What is Collaborative Filtering? How E-Business Companies are using it to their Advantage? [[CO4](Apply/IOCQ)]
- (b) What is Location-based marketing? How Geo-aware and Geo-fencing technologies are used in Location-based marketing? [[CO5](Apply/IOCQ)]
- (c) Why Digital Envelope is called the best of both worlds? [[CO4](Analyse/IOCQ)]
6 + 4 + 2 = 12

Group - E

8. What do you understand by AI? How AI technology is impacting the way E-commerce operates? [[CO6](Analyse/IOCQ)]
(2 + 10) = 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	34.37	61.45	4.46