

3 SEM TDC E-COM (CBCS) SEC 3.1

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(Held in April–May, 2021)

COMMERCE

(Skill Enhancement Course)

Paper : SEC 3.1

(e-Commerce)

Full Marks : 40

Pass Marks : 16

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct option : 1×5=5

- (a) Which of the following describes e-commerce?
- (i) Doing business electronically
 - (ii) Doing business
 - (iii) Sale of goods
 - (iv) All of the above

- (b) Which of the following is not a dimension of e-commerce security provided by encryption?
- (i) Availability
 - (ii) Message integrity
 - (iii) Non-repudiation
 - (iv) Confidentiality
- (c) Which is component of IT Act, 2000?
- (i) Legal recognition to digital signature
 - (ii) Regulation of certification authorities
 - (iii) Digital certificate
 - (iv) All of the above
- (d) What is the main component of electronic payment growth?
- (i) Government regulation
 - (ii) Consumer demand for new method
 - (iii) Technology development
 - (iv) All of the above
- (e) Amazon.com is well known for which e-commerce marketing technique?
- (i) Banner ads
 - (ii) Affiliate program
 - (iii) Pop-up ads
 - (iv) Viral marketing

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2. Answer the following : $2 \times 5 = 10$

- (a) What is difference of B2B and B2C business model?
- (b) What are digital goods? Explain with example.
- (c) Define digital cash. Explain with example.
- (d) What is the difference between Debit Card and Credit Card system?
- (e) What is the main difference of e-commerce and traditional commerce?

3. Answer any *four* of the following : $5 \times 4 = 20$

- (a) Write the advantage to the organization using e-commerce.
- (b) Explain the technical disadvantage of e-commerce.
- (c) Explain different dimensions of e-commerce security.
- (d) What is e-governance? Explain briefly advantage of e-governance.
- (e) What is digital signature? Explain the procedure of digital signature.

(4)

4. Write short notes on any *two* of the following : $2\frac{1}{2} \times 2 = 5$

- (a) Cyber vandalism
- (b) Electronic fund transfer
- (c) Online learning
