

Total No. of printed pages = 5

4 (Sem-1). IEC M1

2017

INTRODUCTION TO E-COMMERCE

Paper : 1:5

(E-Commerce Major)

Full Marks – 80

Time – Three hours

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

1. Choose the correct alternatives for the following questions : $1 \times 5 = 5$

- (i) A digital signature is —
- (a) Scanned signature
 - (b) Handwritten signature
 - (c) Signature in binary form
 - (d) Encrypting information

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(ii) Mechanism to protect the private networks from outside attack is known as —

- (a) Antivirus
- (b) Firewall
- (c) E-mail
- (d) WiFi

(iii) Which type of e-commerce focuses on consumers dealing with each other ?

- (a) B2B
- (b) B2C
- (c) C2C
- (d) C2B

(iv) The webpages are designed by using the language —

- (a) HTML
- (b) WWW
- (c) C++
- (d) FORTRAN

(v) The concept of encouraging users of a product or service of a B2C company to ask the friends to join in is known as —

- (a) Spam
- (b) Viral marketing
- (c) E-banking
- (d) None of the above

2. Answer the following questions : $1 \times 5 = 5$

- (a) Write the full form of http.
- (b) Give an example of an ISP.
- (c) What is a homepage ?
- (d) What is public key ?
- (e) Give an example of B2B.

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

- (a) What is Proxy ?
- (b) Mention the functions of bluetooth.
- (c) What do you mean by Search Engine ? Give example.
- (d) What is a server ?
- (e) What is 'Hit Theory' ?

4. Answer any *three* of the following questions :
5×3=15

- (a) Briefly discuss about wireless network.
- (b) Discuss about the applications of e-commerce.
- (c) What is dynamic pricing ? Discuss briefly.
- (d) What is e-mail security ? Discuss.
- (e) Discuss about the transportation and storage in terms of e-commerce.

5. Answer any *three* of the following questions :
10×3=30

- (a) What do you mean by e-banking ? Discuss its advantages and disadvantages.
- (b) What do you mean by e-commerce ? Discuss different types of e-commerce.
- (c) Discuss briefly about e-commerce network and security issues.
- (d) Discuss briefly about online marketing and advertising.
- (e) Briefly discuss about the Legal and Taxation issues with respect to e-commerce business.

6. Write short notes on any *three* of the following :
5×3=15

- (a) WiMax
- (b) WiFi
- (c) Mail Server
- (d) Foreign Market
- (e) Online Trading.