

Total No. of printed pages = 4

4 (Sem-1) IEC M1

2018

INTRODUCTION TO E-COMMERCE

Paper : 1.5

(E-Commerce Major)

Full Marks – 80

Pass Marks – 24

Time – Three hours

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

1. Answer the following questions : 1×5=5
- (a) What is B2B ?
 - (b) What is Website ?
 - (c) What is a Server ?
 - (d) Define Internet.
 - (e) Give an example of web browser.

[Turn over

2. Fill in the blanks of the following : $1 \times 5 = 5$

- (a) The address of a webpage is known as _____.
- (b) The organisation that provides internet service is known as _____.
- (c) The first page of a website is referred as _____.
- (d) _____ is a type of e-commerce that focuses on consumers dealing with each other.
- (e) The protocol used to access webpages is known as _____.

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

- (a) What is WiMax ?
- (b) Define Protocols.
- (c) What is Online Communities ?
- (d) What is Virtual Organisation ?
- (e) What do you mean by Privacy ?

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

- (a) What are Public key and Private key ? Explain.
- (b) Briefly discuss about mail application and proxy.
- (c) Briefly explain the term 'web salesmanship'.
- (d) Discuss about Globalisation of E-Commerce.
- (e) What do you mean by Online Advertising ? Explain.

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

- (a) Briefly discuss about B2B, B2C, C2B and C2C.
- (b) What are E-Mail Securities ? Discuss briefly.
- (c) What do you mean by Business Security ? Briefly discuss different issues relating to Business Securities.
- (d) Briefly discuss about the applications of E-Commerce.
- (e) What do you mean by Network ? Briefly discuss about client-server Networking.

6. Write short notes on any *three* of the following

5×3=15

- (a) Wireless
- (b) WiFi
- (c) e-Banking
- (d) Search Engine
- (e) Viral Marketing.