2071
B.A./B.Sc. (General) Sixth Semester
Computer Science
CS-11: E-Commerce

Time allowed: 3 Hours

Max. Marks: 30

NOTE: *Attempt five questions in all, including Question No. IX (Unit-V) which is compulsory and selecting one question each from Unit I -IV.*

x-x-x

UNIT – I

I.   a) What is E-Commerce? What unique features does it offer over traditional commerce? Describe.

b) What do you mean by Internet Service Provider (ISP)? What services are generally offered by modern ISPs? Discuss.   (2x3)

II.   a) What do you understand by Consumer-to-Business model of E-Commerce? How does it help in the growth of business organizations? Describe with live examples.

b) What kind of software tools are popularly used for development of interactive web applications? Briefly discuss.   (2x3)

UNIT - II

III.   a) Which metrics are used for traffic management in context of E-Commerce web sites? Briefly discuss.

b) What is a domain-name? What are the considerations for choosing a domain-name for a business organization? Discuss.   (2x3)

IV.   What are the major stages in the life cycle of a website from development to maintenance? Describe with the help of a schematic diagram.   (6)

UNIT - III

V.   a) What in online marketing? Brief out any two methods of online marketing known to you.

b) What do you mean by digital wallets? How are they significant for E-Commerce sites? Discuss.   (2x3)

P.T.O.

VI.   a) What techniques can be used for customer tracking on E-Commerce sites? Brief out.

      b) How debit and credit cards are used for online payments? What are the issues related to them. Discuss.   (2x3)

UNIT - IV

VII.   a) How does asymmetric encryption technique provide security? Describe.

      b) What are the main issues related to E-Commerce transaction security? Discuss.

                                                     (2x3)

VIII.   a) What is a firewall? What are its various types? Describe.

      b) What do you mean by digital signature? How is it different from digital certificate? Discuss.   (2x3)

UNIT - V

IX.   Attempt all the following:-

      a) Why database integration is needed in a website?

      b) List any two ethical issues related to E-Commerce.

      c) What do you mean by search engine?

      d) What is a smart card?

      e) Name any two Business-to-Consumer (B2C) E-Commerce applications.

      f) What do you mean by proxy server?   (6x1)

x-x-x