

# END SEMESTER EXAMINATION

## E-Commerce: CMEC0076

**Total Marks: 100**

**Duration: 3 hrs**

1. Answer the following: [1X10=10]
  - i. What is TCP/IP? [CO1]
  - ii. Identify some of the major challenges that companies must overcome to succeed in e-commerce. [CO1]
  - iii. What is a business model? What are its three different parts? [CO2]
  - iv. What is e-commerce? [CO1]
  - v. What do you mean by e-payment? [CO2]
  - vi. List four e-commerce models. [CO1]
  - vii. What is Domain Name System? [CO3]
  - viii. What is the use of protocols in Internet? [CO1]
  - ix. What is electronic governance? [CO1]
  - x. What is the difference between active and passive attack? [CO4]
  
2. Write short notes on any five of the following: [3X5=15]
  - i. B2C business model [CO3]
  - ii. Digital signature [CO4]
  - iii. Relation between e-commerce and e-business. [CO2]
  - iv. Uniform Resource Locator [CO1]
  - v. IP address. [CO1]
  - vi. HTML [CO1]
  
3. Answer any five of the following questions: [7X5=35]
  - i. List six unique features of ecommerce. [CO1]
  - ii. Describe the key dimensions of e-commerce security. [CO4]
  - iii. Explain the four different layers of TCP protocol and name two protocols that are used in each of the layers. [CO5]
  - iv. Differentiate between IPv4 and IPv6. [CO2]
  - v. What is the necessity of e-commerce portal? Explain the types of e-commerce portal used in business. [CO6]
  - vi. What are tags? Write the basic syntax of incorporating tags in an HTML document. What is the difference between tag and element? [CO6]

4. Answer any four of the following questions: [10X4=40]
- i. List the models of e-commerce. Explain any one of them in detail with a real time example. [CO1, CO2]  
[4+6=10]
  - ii. Briefly describe the major contribution witnessed in the three phases of E-commerce evolution. [CO2, CO3]
  - iii. Explain the five revenue models used in E-commerce with an example for each. [CO3, CO5]
  - iv. Is HTML case sensitive? What are open tags in HTML? What are attributes in HTML? Give respective examples of open tags and attributes. [CO6]  
[2+4+4=10]
  - v. Explain in details the eight key components of an effective business model. [CO5]
  - vi. Describe the major Business to Consumer business models. Compare Business to Consumer (B2C) model with Business to Business (B2B) model with respect to Business model, examples, description and revenue model. [CO1, CO2, CO3]