2019/TDC/ODD/SEM/COMSEC–301T/258

TDC (CBCS) Odd Semester Exam., 2019

COMMERCE

(3rd Semester)

Course No. : COMSEC–301T

(E-Commerce)

Full Marks : 35

Pass Marks : 14

Time : 3 hours

The figures in the margin indicate full marks for the questions

UNIT—I

1. Answer any *two* of the following :   1×2=2

   (a) What is meant by e-commerce?

   (b) Give two examples of B2B e-commerce.

   (c) Mention one feature of e-commerce.

2. Answer any *one* of the following :   2

   (a) What are the advantages of e-commerce?

   (b) Write two differences between e-commerce and traditional commerce.

(2)

3. Answer any *one* of the following :   3

   (a) Discuss any three disadvantages of e-commerce.

   (b) Explain any one e-commerce business model with example.

UNIT—II

4. Answer any *two* of the following :   1×2=2

   (a) What is e-security?

   (b) In which year India's IT Act came into existence?

   (c) What is encryption?

5. Answer any *one* of the following :   2

   (a) Why is security important in e-commerce?

   (b) How is encryption used in e-commerce?

6. Answer any *one* of the following :   3

   (a) What are the security threats in e-commerce environment?

   (b) State salient features of the IT Act, 2000.

UNIT—III

7. Answer any *two* of the following :   1×2=2

   (a) What is online banking?

20J/1284   (Continued)

(3)

   (b) Mention one benefit of electronic fund transfer.

   (c) What is digital signature?

8. Answer any *one* of the following :   2

   (a) Mention two importances of online banking.

   (b) What are the differences between debit card and credit card?

9. Answer any *one* of the following :   3

   (a) What are the risks which are involved in e-payments?

   (b) State three methods of e-payments.

UNIT—IV

10. Answer any *two* of the following :   1×2=2

   (a) What is meant by online marketing?

   (b) Mention two apps of online shopping.

   (c) Give two examples of e-tailers in India.

11. Answer any *one* of the following :   2

   (a) What do you understand by online portal?

   (b) Mention two benefits of e-commerce applications with respect to banking industries.

20J/1284   (Turn Over)

12. Answer any *one* of the following : 3

   (a) Explain advantages of online business transactions.

   (b) What are the major problems which are facing by e-tailing?

UNIT—V

13. Answer any *two* of the following : 1×2=2

   (a) What is HTML?

   (b) Do all HTML tags have an end tag?

   (c) What is an image map?

14. Answer any *one* of the following : 2

   (a) What are the differences between HTML elements and tags?

   (b) How to create a hyperlink in HTML?

15. Answer any *one* of the following : 3

   (a) How many tags can be used to separate a section of texts? Explain.

   (b) What are the limitations of cascading style sheets?

★ ★ ★