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- (c) Explain various services provided by commission junction to its merchants.

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Total No. of Questions : 4]

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Course Code <b>CEC - 02</b>
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**Term End Examination – December, 2019**

**BUSINESS MODELS FOR E-COMMERCE**

Certificate in E-Commerce (CEC)

*Time* : 3 hours

*Full Marks* : 100

*The figures in the right-hand margin indicate marks*

Answer **all** Groups as directed

Group—A

- 1.** Answer *all* the questions, each within *1* word or *1* sentence : 1×10=10
- (a) What do you mean by POS transactions?
- (b) Write abbreviations of SSL and SET.
- (c) Define the term e-wallet.
- (d) What do you mean by digital cash?
- (e) What is Smart Card?
- (f) What is the use of Digital Cash?
- (g) What do mean by card not present transaction?

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- (h) Write down the use of e-Host.
- (i) What are the prerequisites for e-Commerce?
- (j) Which are the categories of online payment?

Group—B

2. Answer *any four* questions each within 100 words :  $5 \times 4 = 20$

- (a) What is Storefront model?
- (b) Write abbreviations of EFT and EDI.
- (c) What is merchant server?
- (d) List out some examples of e-Business that use Shopping Cart Technology. Write down the use of reverse-auction model.
- (e) What do you mean by reverse auction? Give one example of reverse-auction model.
- (f) What do you mean by horizontal portal?

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Group—C

3. Answer *any four* questions each within 200 words :  $10 \times 4 = 40$

- (a) Write a note on Wireless Web Technology.
- (b) What are the components of Internet marketing campaign?
- (c) Explain m-Business. Discuss m-Business in context of B2C and B2B marketplace.
- (d) What do you mean by email marketing?
- (e) Explain permission-based marketing and spamming.
- (f) Explain traditional direct marketing and telemarketing.

Group—D

4. Answer *any two* questions each within 300 words :  $15 \times 2 = 30$

- (a) Explain in detail multi-tiered and hybrid models.
- (b) Explain in detail pay per lead model and pay per sale model.