

Term End Examination- December, 2017
Certificate Course In E-Commerce
Business Models for E-commerce
Code: CEC-02

Time- 3 hours
Full Marks-100

Answer any four questions from Group – 'A' , any two questions from Group – 'B'
and any three questions from Group –'C'

Group – 'A'

(Answer any four questions each within 100 words)

Marks : 5×4 = 20

Q.No.1

- a) What is a security policy?
- (b) "E-commerce is the new method of doing business. Justify the statement with examples.
- (c) What are the basic features of WWW ?
- (d) What is the purpose of Uniform Resource Locator (URL)
- (e) Explain in details components of I-way ?
- (f) What is the use of digital signature?

Group – 'B'

(Answer any two questions each within 250 words)

Marks : 10×2 = 20

Q.No.2

- (a) Describe the need, importance and scope of E-commerce in India.
- (b) Define passive attack and active attack.
- (c) Difference between B2C and C2C?
- (d) Discuss in detail about Brick & Mortar Models and e-Tailing E-commerce models.
- (e) When do you use FTP?

Group –'C'

(Answer any three questions each within 500 words)

Marks : 20×3 = 60

Q.No.3

- (a) What are the features , advantages and disadvantages of B2C and C2C?
- (b) What is the function of the TCP/IP protocol?
- (c) Discuss in detail about the online business model ?
- (d) Discuss in detail about the steps of working of Web Browser ?
- (e) List the features of ISDN internet connection in detail ?
- (f) What is a security policy? List the steps followed in formulating security policy.
- (g) What is management of change? Discuss the Strategy of and Barriers to Management of Change.
