

**Term End Examination : June - 2018**  
**CERTIFICATE IN E-COMMERCE**  
**BUSINESS MODELS FOR E-COMMERCE**

Time: 3 Hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group.

**GROUP – A**

*Q.No. 1. Answer all questions selecting the right options.*

**A. Choose the Correct Answer:**

*[1 X 5 = 5]*

- i. Which of the following is the framework of E-commerce?  
a. Infrastructure communication      b. Services      c. Both of the above      d. None
- ii. An internet standard for sending and receiving multimedia E-mail is  
a. MIME                              b. HTTP                              c. Both                              d. None
- iii. An address that specifies the location of a web page  
a. URL                              b. SSL                              c. Both                              d. None
- iv. “The online megastore” is the tagline of  
a. Flipcart.com                      b. Jabong.com                      c. Amazon.com                      d. None of the above
- v. The security to be provided to prevent an unauthorized user to access your computer or computing resources and ensuring that the computers are available to authorized users only is  
a. Access Security                      b. Transaction security                      c. Both                              d. None

**B. Write the full form of the following Terminology**

*[1 X 5 = 5]*

- i. CGI
- ii. HTTP
- iii. DSL
- iv. DNS
- v. FTP

**GROUP – B**

*Q.No. 2. Answer any 4 (four) questions each within 50 words. 5 marks each. [5 X 4 = 20]*

- a) Define E-commerce with examples.
- b) What do you mean by e-tailing?
- c) Define Browser with examples.
- d) What do you mean by Uniform Resource Locator?
- e) What do you mean by ‘Firewalls’?
- f) What is a smart card?

**GROUP – C**

**Q.No. 3. Answer any 4 (four) questions each within 200 words. 10 marks each. [10 X 4 = 40]**

- a) Explain various levels of E-commerce framework.
- b) Describe the difference between B2B and B2C E-commerce.
- c) Explain various features of world-wide web.
- d) Explain passive attack and active attack with examples.
- e) Explain various Portal's and its types.
- f) What is wireless communication system? Write types of wireless media.

**GROUP – D**

**Q.No. 4. Answer any 2 (two) questions each within 250 words. 15 marks each. [15 X 2 = 30]**

- a) What is the scope of E-commerce in country like India?
- b) Explain various threats to E-commerce transactions.
- c) What is i-way (information super high way)? Explain its characteristics and components.
- d) Explain various advantages that E-commerce can bring to the consumers.

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