



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENT – 1 to 4

SESSION: 2017-18

Certificate in e-Commerce

(CEC)

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Certificate Programme in e-Commerce offered by Odisha State Open University, Sambalpur.

You are required to submit one assignment per course within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counselors at your Study Centre. Please submit your assignment response to Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before your start writing your answer. Do not copy from the course material or from any other source. You are advised to read the material carefully, understand the same and write answers in your own language and style so that you will get good marks/grades.

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
2. Assignments are also a part of the teaching-learning process in ODL. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish a two-way communication between learner and evaluator.

How to write assignments:

1. Write your name, programme code, course title, enrolment no. and study centre code in the top sheet of the assignment answer booklet.
2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
3. Do not cross the word limit given in each question.
4. Your handwriting should be neat and readable.

Weightage for each assignment:

1. Each assignment will carry 25% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e. 40% in each assignment. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

SUBMISSION DATES FOR ASSIGNMENTS

Sl. No.	Course Code	Name of the Course	Date of Submission	Day as per Calendar
1	CEC-01	Information Technology and E-commerce	22 nd October 2017	Sunday
2	CEC-02	Business Models for E-commerce	29 th October 2017	Sunday
3	CEC-03	Digital Marketing and E-CRM	5 th November 2017	Sunday
4	CEC-04	E-payment System and M-commerce	12 th November 2017	Sunday

CEC-01: Information Technology and E-commerce

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question

(2 X 20 Marks Each)

- a) Explain how an Information System supports business organizations to carry out E-commerce transactions with suitable examples.
- b) How do you visualise regarding the advancement of E-commerce business during rest of 21st Century?

2. Short Type Questions

(3 X 10 Marks Each)

- a) Name and explain the tools used in MS-Word-2010.
- b) What do you mean by system concepts? What are various types of systems?
- c) Why E-commerce security measures are considered important?

3. Very Short Type Questions

(6 X 5 Marks Each)

- a) How E-business is different from E-commerce?
- b) What are the various output devices used in a Desktop Computer?
- c) What do you mean by value-added network?
- d) Write about the related technologies of E-commerce.
- e) Differentiate between 'E-commerce' and 'Traditional Commerce'.
- f) What IT skills are required for E-commerce?

CEC-02: Business Models for E-commerce

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (2 X 20 Marks Each)

- a) Describe the need, importance and scope of E-commerce in India.
- b) What are the basic concepts of network security? What are some common network security vulnerabilities and threats?

2. Short Type Questions (3 X 10 Marks Each)

- a) What are advantages and disadvantages of B2C and C2C?
- b) What is the function of TCP in the TCP/IP protocol?
- c) What is a security policy? List the steps followed in formulating security policy.

3. Very Short Type Questions (6 X 5 Marks Each)

- a) What are the different types of Online Business Models?
- b) What are the differences between Conventional Retail Vs. E-Tailing?
- c) How a Browser retrieves a Webpage?
- d) What do you mean by Wireless Communication System?
- e) Define passive attack and active attack.
- f) What is management of change?

CEC-03: Digital Marketing and E-CRM

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question

(2 X 20 Marks Each)

- a) What are the characteristics of digital marketing? Explain its merits and demerits.
- b) Describe the flow of merchandise and the flow of information in the supply chain.

2. Short Type Questions

(3 X 10 Marks Each)

- a) Explain different platforms of Digital Marketing in details.
- b) Explain the six essential elements of a digital marketing plan.
- c) What are the major E-CRM initiatives in the insurance sector?

3. Very Short Type Questions

(6 X 5 Marks Each)

- a) What are the different types of Digital Marketing?
- b) What are the technologies used in E-CRM?
- c) Differentiate between Digital Marketing and E-marketing.
- d) What is Data Mining?
- e) Explain the concept of Internet Marketing.
- f) Why E-CRM is required for corporate success?

CEC-04: E-payment System and M-commerce

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question

(2 X 20 Marks Each)

- a) What is Payment Gateway? What is its role in electronic payment services?
- b) “Mobile data communication market is becoming dominated by a technology called CDPD”. Justify.

2. Short Type Questions

(3 X 10 Marks Each)

- a) Write down the meaning of smart cards and elaborate the different types of smart card.
- b) What is online banking? How does it differ from traditional banking?
- c) Explain Wireless Application Protocol with suitable examples

3. Very Short Type Questions

(6 X 5 Marks Each)

- a) Explain the working of payment processing in brief.
- b) What are the barriers to M-commerce?
- c) Discuss the different applications of Mobile computing.
- d) What are the basic requirements for starting online share trading?
- e) What do you mean by SET Protocol?
- f) Explain the future of On-line Banking in India.