ASSIGNMENT – 1 to 4

SESSION: 2017-18
(January-June 2018)

Certificate in E-commerce
(CEC)

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Certificate 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% weithtage and term-end examination will carry 75% weithtage.

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 Date for Assignments

S.N.	Course Code	Course Title	Date of Submission	Calendar Day
1	CEC-01	Information Technology and E-commerce	15th April 2018	Sunday
2	CEC-02	Business Models for E-Commerce	15th April 2018	Sunday
3	CEC-03	Digital Marketing & E-CRM	22nd April 2018	Sunday
4	CEC-04	E-payment System and M-commerce	22nd April 2018	Sunday

Course-01 Information Technology and E-commerce

Assignment Question

Group A   **20×2**

1. Why information systems are needed? Discuss the role of information systems in business.
2. Explain in details the growth and development of computers during different generations highlighting the technology adopted.

Group B   **10×3**

1. Highlight the benefits and limitations of management information system.
2. Explain how you can ensure security of an information system.
3. What is data sorting? Explain the concept of data validation.

Group C   **5×6**

1. Explain the concept of microprocessor.
2. What are the various types of system?
3. Define information technology.
4. Explain different types of views in Microsoft PowerPoint 2010.
5. Differentiate between DSS and ESS.
6. Explain the characteristics of computerised MIS.

Course-02 Business Models for E-commerce

Assignment Question

Group A   **20×2**

3. Explain in detail the features and working of WWW and TCP/IP.
4. Discuss the advantages and disadvantages of B2C e-commerce.

Group B   **10×3**

4. Provide a brief description of the architecture of the internet.
5. Explain the concept of network security in detail.
6. Cite the pros and cons of B2B e-commerce.

Group C   **5×6**

7. How do you distinguish between traditional commerce and e-commerce?
8. What is the function of a web browser?
9. Define cryptography?
10. What do you mean by a business model?
11. Differentiate between B2B and B2C.
12. List out the functions of firewall.

Course-03 Digital Marketing and E-CRM

Assignment Question

Group A   **20×2**

5. Explain the evolution of digital marketing with its historical perspectives.
6. How do you see the future shape and form of customer relationship management practices of hospitality industry?

Group B   **10×3**

7. What are the new challenges faced by supply chain managers in the changing business landscape?
8. Explain the major E-CRM initiatives in the insurance sector.
9. Cite with examples why supply chain management is considered important for an organisation.

Group C   **5×6**

13. How do you distinguish between digital marketing and e-marketing?
14. Define supply chain management.
15. What are the important objectives of E-CRM?
16. What do you mean by data mining?
17. Explain the term 'internet marketing'.
18. What are the various channels in social media marketing?

Course-04 E-payment System and M-commerce

Assignment Question

Group A   **20×2**

  7. What is payment gateway? Explain the different types of payment gateways in E-commerce.
  8. Discuss in detail about the driving forces and limitations of M-commerce.

Group B   **10×3**

  10. What is online banking? How does it differ from traditional banking?
  11. Explain how payment gateways work.
  12. Discuss the importance and benefits of Wireless Application Protocol.

Group C   **5×6**

  19. What are the advantages of mobile commerce?
  20. Explain the concept of CDPD technology.
  21. What services can be provided by online banking?
  22. Differentiate between online and offline share trading.
  23. How does electronic check processing work?
  24. What are the various applications of M-commerce?