



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

# ASSIGNMENTS

ASSIGNMENT CODE:

CourseCode:CEC

SESSION:2020-21

Certificate in e-Commerce (CEC)

Please read the instructions carefully before attempting assignment questions.

## INSTRUCTIONS FOR DOING ASSIGNMENTS

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center. For a 4 credit course, there is one Assignment and for 6/8 credit course, there must be minimum 02(two) Assignment.

### **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 the ODL system. 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 two-way communication between learner and evaluator.

### **How to Write Assignments:**

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. the format is given below.

**PROGRAMME TITLE:** \_\_\_\_\_

**ENROLMENT No.:** \_\_\_\_\_ **NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**COURSE CODE:** \_\_\_\_\_ **COURSE TITLE:** \_\_\_\_\_

**ASSIGNMENT CODE:** \_\_\_\_\_ **STUDY CENTRE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. **Write the answers in your own handwriting.** Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

### **Weightage for each Assignments:**

#### **For courses without having Practical**

1. Each Theory 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% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

#### **For courses having Practical**

1. Each Theory Assignment will carry 15% weightage and each Practical Assignment will carry 10% 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 the assignment or get fail mark in the assignment you have to re-submit in the next year.

**SUBMISSION DATES FOR ASSIGNMENTS****July Session 2020**

Sl. No.	Course Code	Name of the Course	Last Date of Submission	Day (As per Calendar)
<b>Theory</b>				
1	CEC-01	Information Technology and e-Commerce	<b>28<sup>th</sup> February 2020</b>	Sunday
2	CEC -02	Business Models for e-Commerce	<b>28<sup>th</sup> February 2020</b>	Sunday
3	CEC -03	Digital Marketing & e-CRM	<b>28<sup>th</sup> February 2020</b>	Sunday
4	CEC -04	e-Payment System and m-Commerce	<b>28<sup>th</sup> February 2020</b>	Sunday

# ASSIGNMENTS

## Information Technology and e-Commerce (CEC-01)

Full Mark – 100

*(Answer all the questions, which is Compulsory)*

### GROUP- 'A'

**Q. No. 1 Answer within one word or one sentence each**

**Marks: 1 × 10= 10**

- a) What is a mini computer?
- b) What is a light pen?
- c) What is EPROM?
- d) What do you mean by BIOS?
- e) What do you mean by cloud storage?
- f) What do you mean by cache memory?
- g) What is m-Commerce?
- h) What is processor?
- i) What do you mean by font style?
- j) What do you mean by SMPS?

### Group 'B'

**Q.No 2.Short answer-type Questions (Word Limit:100 Words)**

**Marks:5 X 4 = 20**

- a) Discuss about various types of operating system.
- b) What are the characteristics of data?
- c) Write a note on the transaction processing system.
- d) Write a note on office automation system.

### Group 'C'

**Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)**

**Marks: 10 X 4 = 40**

- a) What is ethics? Discuss about IEEE Code of Ethics and Professional Conduct.
- b) Discuss the regulatory mechanism applied to e-Commerce industry in India
- c) Discuss about the functions / applications of any two social media platforms
- d) What is an information system? Explain with an example.

### Group 'D'

**Q.No 4.Long answer-type Questions (Word Limit: 300Words) Marks: 15 X 2 = 30**

- a) What are the drivers of the growth of e-Commerce in India? Explain.
- b) Discuss various generations of computer.

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**NOTE: (For Group-A, Group-B and Group-C)**

(it can be a single Question or can have two parts with appropriate mark distribution)

# ASSIGNMENTS

## Business Models for e-Commerce (CEC-02)

Full Mark – 100

*(Answer all the questions, which is Compulsory)*

### GROUP- 'A'

**Q. No. 1 Answer within one word or one sentence each**

**Marks: 1 × 10 = 10**

- a) What do you mean by POS transactions?
- b) What is C2C?
- c) Define the term e-wallet.
- d) What do you mean by digital cash?
- e) What is Smart Card?
- f) What is MIME?
- g) What is S-HTTP?
- h) What is typo piracy?
- i) Write down the use of e-Host.
- j) What are the prerequisites for e-Commerce?

### Group 'B'

**Q.No 2.Short answer-type Questions (Word Limit:100 Words)**

**Marks:5 X 4 = 20**

- a) What are various security measures available to e-Commerce?
- b) List out some examples of e-Business that use shopping-cart technology. Write down the use of reverse-auction model.
- c) What do you mean by reverse auction? Give one example of reverse-auction model.
- d) Write about tangible and intangible benefits of e-Business.

### Group 'C'

**Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)**

**Marks: 10 X 4 = 40**

- a) "e-Commerce is the new way to do business. Justify the statement.
- b) Write a short note on Click and Mortar businesses.
- c) Explain traditional direct marketing and telemarketing.
- d) Explain in detail about Media rich advertising.

### Group 'D'

**Q.No 4.Long answer-type Questions (Word Limit: 300Words)**

**Marks: 15 X 2 = 30**

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

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**NOTE: (For Group-A, Group-B and Group-C)**

(it can be a single Question or can have two parts with appropriate mark distribution)

# ASSIGNMENTS

## Digital Marketing & e-CRM (CEC-03)

**Full Mark – 100**

*(Answer all the questions, which is Compulsory)*

### GROUP- 'A'

**Q. No. 1 Answer within one word or one sentence each**

**Marks: 1 × 10= 10**

- a) What is Social CRM?
- b) What is Search Engine Marketing?
- c) What is a responsive website?
- d) What do you mean by Content Marketing?
- e) What is email marketing?
- f) What do you mean by logistics?
- g) What is lead time?
- h) What is satisfaction?
- i) What do you mean by strategy?
- j) What is vendor managed inventory?

### Group 'B'

**Q.No 2.Short answer-type Questions (Word Limit:100 Words)**

**Marks:5 X 4 = 20**

- a) What is the purpose of adopting the CRM Processes?
- b) Write a note on Enterprise Resource Planning (ERP).
- c) Differentiate between operational and analytical CRM.
- d) Write a note on reverse logistics.

### Group 'C'

**Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)**

**Marks: 10 X 4 = 40**

- a) What are the major e-CRM initiatives in the insurance sector?
- b) What is data mining? How does it help in customer acquisition and retention?
- c) Discuss Porter's generic strategies
- d) Explain the essential elements of a digital marketing plan.

### Group 'D'

**Q.No 4.Long answer-type Questions (Word Limit: 300Words)**

**Marks: 15 X 2 = 30**

- a) Explain the role of CRM in pre-purchase, at-purchase, and post-purchase stages.
- b) Discuss the roles of supply chain management for the success of e-commerce in India.

# ASSIGNMENTS

## E-payment System and m-Commerce (CEC-04)

Full Marks – 100

*(Answer all the questions, which is compulsory)*

### GROUP- 'A'

**Q. No. 1 Answer within one word or one sentence each**

**Marks: 1 × 10 = 10**

- a) What do you mean by payment gateway?
- b) What do you mean by share trading?
- c) What is NEFT?
- d) What is mobile computing?
- e) Define e-commerce.
- f) Define e-wallet and give some examples.
- g) What is Microprocessor Smart Card?
- h) What is WAP?
- i) What is Payzippy?
- j) What is Electronic Token?

### Group 'B'

**Q.No 2.Short answer-type Questions (Word Limit:100 Words)**

**Marks:5 X 4 = 20**

- a) Differentiate between NEFT and RTGS.
- b) Write note on cloud computing.
- c) What are the different online banking services?
- d) What are drawbacks of e-Commerce in India?

### Group 'C'

**Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)**

**Marks: 10 X 4 = 40**

- a) What are initiatives taken by the Government of India for developing the internet banking?
- b) What is SSL? Describe its advantages and disadvantages.
- c) What are the security issues of mobile computing?
- d) Write Down few tips for safe online banking?

### Group 'D'

**Q.No 4.Long answer-type Questions (Word Limit: 300Words)**

**Marks: 15 X 2 = 30**

- a) Describe different types of payment gateways in e-Commerce.
- b) What is m-Commerce and how it is different from e-Commerce?How is m-Commerce helpful to customers?.Discuss