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

Assignment June 2019

Certificate in E-Commerce (CEC)

Course Code	Name of the Course	Date of Submission
CEC 01	Information Technology and E-Commerce	5th May 2019
CEC 02	Business Models for E-Commerce	5th May 2019
CEC 03	Digital Marketing and E-CRM	5th May 2019
CEC 04	E-payment System and M-Commerce	5th May 2019

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Greetings from Odisha State Open University.

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 to the 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, 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.
2. 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.
3. Your assignment, after evaluation, will be returned to you with comments by the evaluator.
4. 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, enrollment no. and study centre code on 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 be of 100 marks but it will carry 25% weightage
2. Similarly, the Term End Examination will be of 100 marks but will carry 75% weightage.
3. You have to score minimum pass mark i.e. 40% in each assignment.
4. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

CEC 01 Information Technology and E-Commerce
Assignment Questions

Group-A (1x10=10 Marks)

1. Answer all the questions

    a. Operating system

    b. USB

    c. ALU

    d. Hard disk

    e. EPROM

    f. Pen drive

    g. Internet

    h. Social media

    i. WWW

    j. Joystick

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

    a. What is water mark in word document?

    b. What is Macro in Microsoft Office?

    c. What is transpose in excel?

    d. Explain the different network topologies.

    e. Why people use social media now a days?

    f. Describe secondary memory? Discuss about various types of secondary memory?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

    a. What are the various options under the view' tab of MS-Word?

    b. Define social media? What are the different social media available now a days.

    c. Explain the different functions of computers?

    d. What do you understand by page header & footer in MS. Word?

    e. What is Management Information System? Explain its application in business?

    f. What are the various control issues related to MIS?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

   a. Outline the characteristics of a computerized MIS.

   b. How can you ensure security of an information system?

   c. What is a chart? What are the different types of charts available in MS. Excel?

   d. Define slide transaction? What are the different slide animations can be added to the slide transactions?

CEC 02 Business Models for E-Commerce

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions

   a. Access security

   b. Spoofing

   c. Digital signature

   d. TCP/IP

   e. Phishing

   f. Cryptography

   g. HTTP

   h. E-Commerce

   i. Trojan Horses

   j. Transaction security

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

   a. Differentiate between the active and passive threats in e-commerce.

   b. Write the possible damages can be caused by phishing.

   c. What do you mean by privacy?

   d. What is a denial of service attack?

   e. What is a web browser?

   f. Write a note on TELNET.

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

   a. Elaborate the life cycle of a computer virus.

   b. What are the possible precautionary security measures for an e-commerce company?

   c. How has WWW changed the world? Explain.

   d. Differentiate between e-business and e-commerce.

   e. Define DNS. What are its functions?

   f. Differentiate between traditional and online retail.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

    a. What do you mean by Firewall? Mention the types and functions of a Firewall.

    b. Give a brief description of the architecture of the internet?

    c. Mention a brief description of growth and evolution of e-commerce in India.

    d. What are the different types of e-commerce business models? Explain each with their merits and limitations.

CEC 03 Digital Marketing and E-CRM

Assignment Questions

Group-A (1x10=10 Marks)

1. Answer all the questions
    a. Cash on Delivery
    b. Data Mining
    c. Search Engine Marketing
    d. Email Marketing
    e. Social Media
    f. Public Relations
    g. Affiliate Marketing
    h. Search Engine Optimisation (SEO)
    i. Strategy
    j. Internet Marketing

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
    a. What do you mean by Customer Relationship Management?
    b. What do you mean by Collaborative E-CRM?
    c. What is Bullwhip effect?
    d. What is Material Requirement Planning?
    e. What do you mean by Warehousing?
    f. What is internet of things?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
    a. Differentiate between traditional CRM and e-CRM.
    b. Differentiate between logistics and supply chain.
    c. Differentiate between the operational and analytical CRM.
    d. How has Electronic Data Interchange (EDI) influenced distribution efficiency?
    e. Differentiate between e-Marketing and Digital Marketing.
    f. Differentiate between social networking and professional networking.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

    a. "Customer Relationship Management is the new mantra for successful business". Justify with your answer.

    b. Design the supply chain network of an online gift selling start-up.

    c. What are the challenges of Supply Chain in India?

    d. Mention the application of digital marketing for modern business enterprises.

CEC 04 E-Payment System and M-Commerce

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions

   a. M-Commerce

   b. Cloud computing

   c. GPS

   d. Electronic Wallet

   e. Payment Gateway

   f. RFID

   g. Personal Digital Assistants

   h. Personalized Billing

   i. CDPD

   j. Cloud Computing

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

   a. Differentiate between E-Commerce and M-Commerce.

   b. What is Electronic Authentication?

   c. What do you mean by Dividend?

   d. What is Initial Public Offering?

   e. What is a "Demat" account?

   f. What do you mean by Stock Market?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

   a. Write short note on WAP forum?

   b. Explain the barriers of M-Commerce in India.

   c. Compare Online Banking with Traditional Banking.

   d. Differentiate between RTGS and NEFT taking any bank as example.

   e. How Electronic Fund Transfer works? Explain.

   f. Differentiate between Equity and Preference shares.

5. Answer any two in 250 words for each

   a. Explain the credit card payment and settlement process.

   b. Explain the application of m-commerce in Banking, Retail, Healthcare, Tours and Travels industries.

   c. How to keep the online transactions safe? Explain.

   d. Explain the rights of a share holder.