Assignment December 2018

Certificate in E-Commerce (CEC)

Course Code	Name of the Course	Date of Submission
CEC 01	Information Technology and E-Commerce	15th November 2018
CEC 02	Business Models for E-Commerce	15th November 2018
CEC 03	Digital Marketing and E-CRM	15th November 2018
CEC 04	E-payment System and M-Commerce	15th November 2018

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. Computer

    b. SMPS

    c. Motherboard

    d. BIOS

    e. ROM

    f. RAM

    g. Microprocessor

    h. Cache Memory

    i. LAN

    j. Input Output System

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

    a. Explain some peripheral devices of computer
    b. Operating system acts as an interface between human and computer! Justify.
    c. What is the use of tables in word processor?
    d. Define protocol. Why is it used?
    e. What is the role of a modem? Explain with an example.
    f. What is data mining? How does it help in building MIS?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

    a. What are the different types of E-marketplaces?
    b. Explain the level of business activity with reference to information required.
    c. What do you mean by operating system .What are its characteristics?
    d. Discuss in brief virtual auction. Explain the differences between virtual auction and reverse auction.
    e. Why MIS is looked upon as a strategic need of management today?
    f. Explain the different type of networks with examples?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

    a. What is OSI model? Explain the functions and protocol services of each layer?

    b. What does 'System Software' include? Explain the different functions of it?

    c. Is it necessary to follow system analysis and design methodologies when building an information system? Why not just build the system in any random manner? What would happen?

    d. What is digital payment? Compare real world payment and electronic fund transfer with example?

CEC 02 Business Models for E-Commerce
Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions

   a. HTTP

   b. URL

   c. SSL

   d. FTP

   e. Digital Signature

   f. Cryptography

   g. WWW

   h. Web portal

   i. E-tailing

   j. Browser

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

   a. Write various E-commerce business models.

   b. What do you mean by World-wide web?

   c. What do you understand by Domain Name System (DNS)?

   d. What do you mean by security in E-commerce?

   e. What are some common problems occur due to the virus attacks in Computer?

   f. Define E-commerce with example.

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

   a. Describe how a browser retrieves a web page?

   b. Write short notes on "Web Server".

   c. Explain various features of world-wide web.

   d. What is the purpose of URL?

   e. Explain the features of C2C E-commerce.

   f. Explain various advantages that E-commerce can bring to the companies or suppliers.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

   a. What is B2B E-commerce? Explain various advantages and limitations of it.

b. What do you mean by TCP/IP? Write down various features of TCP/IP.

c. What are various types of Firewalls? Explain the function and working of Firewalls with examples.

d. What is the scope of E-commerce in country like India?

CEC 03 Digital Marketing and E-CRM

Assignment Questions

Group-A (1x10=10 Marks)

1. Answer all the questions

   a. Which one of the following is an important source of idea generation due to their familiarity with the needs of market?

      i. Existing products and services

      ii. Distribution channels

      iii. Federal government

      iv. Manufacturing unit

   b. Which one of the following is the most important characteristic of a successful business website?

      i. Speed

      ii. Colour

      iii. Graphics

      iv. Layout

   c. For an existing organisation, typical stages of e-commerce development are:

      i. information collection, image and product information, customer support, transactions.

      ii. transactions, image and product information, information collection, customer support.

      iii. image and product information, customer support, transactions, information collection.

      iv. none of the above.

   d. Customisation of experience is the element of the online value proposition which refers to:

      i. personalisation of content and services.

      ii. favourable online promotions and offers.

      iii. in-depth relevant content.

      iv. participation and interaction.

   e. Content is the element of the online value proposition which refers to:

      i. personalisation of content and services.

      ii. favourable online promotions and offers.

iii. participation and interaction.

iv. in-depth relevant content.

f. Myers et al. (2004) say: customers may always be right, but allowing them to follow their own preferences often increases a company's costs while leaving untapped opportunities to boost revenues. Instead customers [segments with different characteristics and value] must be guided to the right mix of _____ for each product or service.

   i. search engines

   ii. intermediaries

   iii. portals

   iv. channels

g. Members of distribution channels are excellent sources for new ideas because:

   i. They are familiar with the needs of the market

   ii. They earn a handsome profit from new business

   iii. They do not bother if entrepreneur bears a loss

   iv. They have well-developed sales force

h. Which of the following factor has allowed small companies to act like they are big ones?

   i. Technology

   ii. Customers

   iii. Economic development

   iv. Competition

i. In e-CRM, customer retention refers to:

   i. tailoring of messages in line with customer preferences and behaviours.

   ii. delivery of communications offering the next best product (cross-sell and up-sell).

   iii. a communications strategy with existing customers to deliver messages through e-mail, SMS and traditional media.

   iv. all of the above.

j. In e-CRM, customer acquisition means:

   i. encouraging customers to purchase further products through personalised web and e-mail communications.

   ii. identifying the appropriate customers to target.

iii. attracting customers in the target profile to your website and encouraging them to opt-in.

iv. encouraging customers to purchase more expensive products which may also be in other categories.

Group-B (5x4= 20 Marks)

2. Write notes on any four in 50 words for each

   a. Search Engine Optimization
   b. Display advertising
   c. Integrated internet marketing strategy
   d. Vendor Managed Inventory
   e. Material Requirement planning
   f. Customer Relationship Management

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

   a. What are the characteristics of digital marketing? Explain its merits and demerits.
   b. How digital marketing is different from e-marketing?
   c. What is Enterprise Resource Planning? How is it done?
   d. What is e-CRM? What purpose does it serve?
   e. What is data mining? Explain its merits and applications
   f. Write the application of CRM in different fields.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

   a. Explain the evolution and growth of digital marketing.
   b. Discuss about the essential elements of a digital marketing plan.
   c. What are the challenges faced by supply chain managers in the changing business landscape?
   d. "E-commerce is the new way of doing business". Justify.

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. MAC

    b. PKC

    c. SSL

    d. SET

    e. ETF

    f. RTGS

    g. NEFT

    h. IMEI

    i. ISDN

    j. CDMA

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each

    a. Narrate the limiting factors for M-Commerce.

    b. Write the difference Between NEFT and RTGS

    c. Discuss some driving force for M-Commerce.

    d. Write note on cloud computing.

    e. Explain the role of GPS in e-commerce.

    f. Write a short note on online banking

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each

    a. Write down all the participants involved in the processing of payments made on internet.

    b. Write short notes on different types of Payment Gateways.

    c. Discuss the classification of mobile computing.

    d. Write short notes on Electronic Wallets.

    e. Discuss about any two payment gateways in India.

    f. What is Payment Gateway? What is its role in electronic payment services?

5. Answer any two in 250 words for each

   a. What is a credit card? How are the credit card transactions carried out? Explain.

   b. What is online banking? How does it differ from traditional banking? What services can be provided by the online banking?

   c. Now a days, almost everybody is using mobile phones. What kind of basic cellular network architecture exists to send and receive the phone calls.

   d. Discuss about the application of m-commerce.