

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MIC502 E-commerce and Application

UPID : 5100003



Time Allotted : 3 Hours

Full Marks : 70

*The Figures in the margin indicate full marks.**Candidate are required to give their answers in their own words as far as practicable***Group-A (Very Short Answer Type Question)**1. Answer *any ten* of the following :

[1 x 10 = 10]

- (I) What is a phishing attack, and how does it occur in corporate sectors?
- (II) What is the first and foremost or front-end tier of an E-Commerce framework?
- (III) What is the full form of VPN?
- (IV) Credit cards, Debit cards are also known as _____.
- (V) What do you mean by Digital Marketing?
- (VI) Consumer rights is a/an _____ in E-Commerce.
- (VII) What does C2G stands for?
- (VIII) Affiliate marketing is a _____.
- (IX) Supply Chain Management(SCM) is basically _____.
- (X) Digital cash or Digicash is basically _____.
- (XI) What is Clickstream analysis?
- (XII) What is the role of Dependency injection in E-Commerce framework?

Group-B (Short Answer Type Question)Answer *any three* of the following :

[5 x 3 = 15]

2. Discuss about B2B and B2C. [5]
3. What is an IP address? Classify IP address based on version of this address. [5]
4. What do you mean by CRM and what are its importance in the field of E-Commerce? [5]
5. Discuss about the working procedure of a payment gateway. [5]
6. Discuss about Blockchain technology and its impact on E-Commerce. [5]

Group-C (Long Answer Type Question)Answer *any three* of the following :

[15 x 3 = 45]

7. (a) What is a Cyber Cash Model? Describe it. [5]
- (b) Discuss about SSL and SET protocols necessary for ensuring security in online transaction. [5]
- (c) Write a short notes on:- Digital Signature. [5]
8. (a) Discuss about some E-Core values in E-Commerce. [5]
- (b) What do you mean by Taxation of E-Commerce? What are the different types of taxes there in E-Commerce to be paid? Discuss about them. [5]
- (c) What are the different challenges in the field of taxation that have to be overcome? [5]
9. (a) What are the major application areas of E-Commerce? Discuss in details. [7]
- (b) What are the features of an E-Commerce platform? [8]
10. (a) Compare EDI, EFT and Internet based E-Commerce. [9]
- (b) What is the impact of M-Commerce or Mobile Commerce on our society? Discuss with suitable examples. [6]
11. (a) What are the new trends, coming in E-Commerce at present and in near future? [5]
- (b) Describe 10 important measures of customers' mentality towards E-Commerce. [10]

*** END OF PAPER ***