AO-123

April-2022

M.Sc. (CA & IT), Sem.-VI

(E-Commerce and E-Governance)

Time : 2 Hours] **[Max. Marks : 50**

Section – I

(Attempt any **3** Questions out of **5**)

1. (i) Explain features of E-Commerce.Write importance of SWOT Analysis. **(7)**
    (ii) Explain the terms : **(3.5 × 2)**
    (a) E-Tailing
    (b) G2B

2. (i) What is a Brand ? Explain the concept of Emotional and rational branding with examples. **(7)**
    (ii) Explain the term Revenue. What do you mean by fee for service revenue model with example ? **(7)**

3. (i) What do you mean by the international nature of Electronic Commerce ? How has electronic commerce changed consumer retailing and business to business transactions. **(7)**
    (ii) Explain the concept of micro payments and small payments. Write a short note on Electronic wallets. **(7)**

4. (i) Explain E-Governance and maturity models. **(7)**
    (ii) Explain mobilization and lobbying model. **(7)**

5. (i) Explain the concept of E-readiness and active content. **(7)**
    (ii) Explain the terms : **(3.5 × 2)**
    (a) Data warehousing
    (b) Phishing

Section – II

(Attempt any **8** Questions out of **10**) **(8 × 1 = 8)**

1. Which of the following describes e-commerce ?
    (A) Doing business electronically
    (B) Doing business
    (C) Sale of goods
    (D) All of the above

2. Which segment do eBay, Amazon.com belong ?
   (A) b2bs   (B) b2cs
   (C) c2bs   (D) c2cs

3. Digital products are best suited for B2C e-commerce because they:
   (A) are commodity like products
   (B) can be mass-customized and personalized
   (C) can be delivered at the time of purchase
   (D) all of the above

4. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the ___ key, while the key used to decrypt data is called the ___ key.
   (A) encryption, decryption   (B) private, public
   (C) encryption, public   (D) public, private

5. Which factor determines who has the right to access different types of IT systems and information ?
   (A) availability   (B) accessibility
   (C) reliability   (D) scalability

6. Which will not harm computer resources ?
   (A) firewall   (B) virus
   (C) trojan horse   (D) none of the above

7. Who breaks into other people's computer systems and steals and destroys information ?
   (A) hackers   (B) softwares
   (C) hacktivists   (D) script kiddies

8. _____ is an early form of E-commerce.
   (A) scm   (B) edi
   (C) both of these   (D) none of these

9. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed
   (A) hacking
   (B) cracking
   (C) dumpster diving
   (D) spoofing

10. Secure Sockets Layers does which of the following ?
    (A) creates a secure, private connection to a web server.
    (B) encrypts information.
    (C) sends information over the internet.
    (D) all of the above

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