

B.Sc. Semester-5 Examination

SE 305

Computer Science

March-2024

Time : 2-30 Hours]

[Max. Marks : 70]

Q1(A) Discuss the features of online bookshop. (7M)

Q1(B) Can you explain the key benefits of implementing an extranet for a business and provide an example of a real-world use case? (7M)

OR

Q1(A) What is the difference between e-commerce and e-marketing? (7M)

Q1(B) What are the main differences between an intranet and an extranet in terms of audience, accessibility, and use cases, and when would an organization choose to implement one over the other? (7M)

Q2(A) What is e-commerce, and how does it differ from traditional commerce? (7M)

Q2(B) How has the evolution of technology and the internet contributed to the growth of e-commerce? (7M)

OR

Q2(A) What are the key benefits and challenges associated with conducting business in the e-commerce industry? (7M)

Q2(B) What is e-commerce? Discuss B2B2C and C2B2C model giving proper examples. (7M)

Q3(A) What are the key components of a successful e-commerce business model, and how do they differ from traditional brick-and-mortar retail? (7M)

Q3(B) What are the main revenue models employed by e-commerce platforms, and how do they generate income? Provide examples of platforms that use different revenue models. (7M)

OR

Q3(A) How do electronic marketplaces like Amazon and flipkart impact small businesses and individual sellers, and what strategies can they employ to thrive in these competitive environments? (7M)

Q3(B) What is the role of a Brokerage Site? Give an example for this model. (7M)

Q4(A) How can an effective CRM strategy enhance customer retention and loyalty in the context of electronic payment systems? (7M)

Q4(B) Discuss the applications of ecommerce technologies? (7M)

OR

Q4(A) What are the key challenges in integrating CRM tools with electronic payment systems, and how can they be overcome to improve the customer experience? (7M)

Q4(B) Explain the importance of internet commerce. (7M)

Q5 MCQ Attempt any seven out of twelve.(2 Marks each) (14M)

1) What does "e-commerce" stand for?
a) Electronic Computerb) Electronic Commerce

c) Efficient Commerce. d) Eco-friendly Commerce

2) What is the term for the practice of selling additional related products to customers who have already made a purchase?
a) Up-Selling b) Cross-Selling c) Down-Selling d) Side-Selling

3) What is the process of transferring funds electronically, typically for online purchases?
a) EFT (Electronic Fund Transfer)b) ATM (Automated Teller Machine)
c) POS (Point of Sale)d) IOU (I Owe You)

4) Which e-commerce giant was founded by Jeff Bezos?
a) eBayb) Alibaba c) Amazond) Walmart

5) Which of the following is not a common e-commerce payment method?
a) Credit Cardb) Bitcoinc) Cash on Delivery (COD)d) Snail Mail

6) In which year WWW (World Wide Web) was introduced?
a) 1996 b) 1994 c) 1990 d) 1991

7) In e-commerce, what is the acronym ROI commonly used for?
a) Return on Investment b) Rate of Interest
c) Return on Inventory d) Retail Online Integration

8) Which of the following is an example of a B2C e-commerce website?
a) Alibaba b) eBay c) Shopify d) Oracle

9) Which e-commerce model involves individuals selling products or services to other individuals through online platforms?
a) B2B (Business to Business)b) B2C (Business to Consumer)
c) C2C (Consumer to Consumer)d) B2G (Business to Government)

10) Which of the following is/are considered examples of the Consumer to consumer (C2C) model?
a) Amazon.com b) e-bay c) Rentalic.com d) All of the above

11) What does SSL stand for in the context of e-commerce security?
a) Secure Socket Layerb) Super Speedy Login
c) Simple Security Lined) Software Services Layer

12) Which of the following is not a key element of the business model.
a) Competitive advantage b) Market strategy
c) Universal standards d) Value Proposition

ALL THE BEST