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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 16- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- |
| **School:** SOM-UG | **Program:** BBE |
| **Course Code:** BBE3010 | **Course Name:** Fundamentals of E-commerce |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **26** | **26** | **11** | **11** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| --- | --- | --- | --- | --- |
| **1** | Derive the e-commerce technology pillars.  | **2 Marks** | **Remember** | **CO1** |
| **2** | List the factors that drive the growth of e-commerce technology.  | **2 Marks** | **Remember** | **CO1** |
| **3** | Internet technology plays an important role behind the e-commerce. Justify you answer by stating any two technologies.  | **2 Marks** | **Remember** | **CO2** |
| **4** | Expand: HTTP, HTML | **2 Marks** | **Remember** | **CO2** |
| **5** | List any 4 revenue models for e-commerce platform. | **2 Marks** | **Remember** | **CO3** |
| **6** | Success of your e-commerce business is mostly depended on the characteristics of the market you enter. Justify.  | **2 Marks** | **Remember** | **CO3** |
| **7** | Describe Cookies. | **2 Marks** | **Remember** | **CO4** |
| **8** | State the details about data protection & privacy law, 2023 | **2 Marks** | **Remember** | **CO4** |
| **9** | Discuss the impact of online career services.  | **2 Marks** | **Remember** | **CO5** |
| **10** | Mention any 4 online contents.  | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| --- | --- | --- |
| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | **Bloom's Level**  | **CO** |
| **11** |  | Classify the computer technology and its business applications  | **7 Marks** | **Understand** | **CO1** |
|  | **Or**  |
| **12** |  | Summarize the Major Trends in E-commerce and explain  | **7 Marks** | **Understand** | **CO1** |

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| **13** |  | Explain the key concepts of internet  | **7 Marks** | **Understand** | **CO2** |
|  | **Or**  |
| **14** |  | Compare the different models of cloud computing  | **7 Marks** | **Apply** | **CO2** |

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| **15** |  | Derive the components of a website budget.  | **7 Marks** | **Understand** | **CO3** |
|  | **Or**  |
| **16** |  | Interpret e-security dimensions | **7 Marks** | **Understand** | **CO3** |

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| **17** |  | Infer the elements in e-commerce can be protected through IPR.  | **7 Marks** | **Understand** | **CO4** |
|  | **Or**  |
| **18** |  | Explain the online consumer decision process and supporting communication | **7 Marks** | **Understand** | **CO4** |

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| **19** |  | Discuss the advantages of online retailing  | **7 Marks** | **Understand** | **CO5** |
|  | **Or**  |
| **20** |  | Online entertainment industry – elaborate the models with examples  | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| --- | --- | --- |
| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | Explain different types of B2C business models  | **15 Marks** | **Understand** | **CO1** |
| **22** | Identify the layers used in internet technology and its functions in internet communication.  | **15 Marks** | **Apply** | **CO2** |
| **23** | Classify and explain the security threats in internet.  | **15 Marks** | **Understand** | **CO3** |
| **24** | Explain in detail about the advertising strategies and tools used in e-commerce.  | **15 Marks** | **Apply** | **CO5** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***