Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 18 – 12- 2025 **Time:** 01:00pm – 04:00pm

School: SOCSE	**Program:** IST	
Course Code : CSE3126	**Course Name:** E-COMMERCE	
Semester: VII	**Max Marks**:100	**Weightage**: 50%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**18**	**24**	**34**	**24**	

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks. **10Q x 2M=20M**

1.	Describe e-commerce and list its types.	**2 Marks**	**L1**	**CO1**
2.	Differentiate between traditional commerce and e-commerce.	**2 Marks**	**L1**	**CO1**
3.	Define Customer and Business.	**2 Marks**	**L1**	**CO1**
4.	Name any four enabling technologies for the World Wide Web.	**2 Marks**	**L1**	**CO1**
5.	State any two principles of effective website design.	**2 Marks**	**L1**	**CO2**
6.	Reproduce the difference between push and pull marketing strategies in online marketing.	**2 Marks**	**L1**	**CO2**
7.	Describe service digitization in e-commerce.	**2 Marks**	**L1**	**CO3**
8.	Define B2G e-commerce model with an example.	**2 Marks**	**L1**	**CO3**
9.	What is encryption in e-commerce?	**2 Marks**	**L1**	**CO4**
10.	What is meant by e-cash?	**2 Marks**	**L1**	**CO4**

Part B

Answer the Questions. **Total Marks 80M**

11.	**a.**	Describe the various business applications of e-commerce in different industry sectors.	**10 Marks**	**L2**	**CO1**
		Or			
12.	**a.**	Describe the evolution of the World Wide Web and discuss the future trends of the Web.	**10 Marks**	**L2**	**CO1**
13.	**a.**	Apply the process of building a mobile e-commerce presence. How does it differ from traditional web presence?	**10 Marks**	**L3**	**CO2**
		Or			
14.	**a.**	Apply the steps involved in building a web e-commerce presence. What are the key considerations at each step?	**10 Marks**	**L3**	**CO2**
15.	**a.**	Examine the role of social media and advertisements in online marketing strategies for e-commerce businesses.	**10 Marks**	**L4**	**CO2**
		Or			
16.	**a.**	Analyze the uses of e-mail as a customer communication tool. Discuss e-mail etiquette.	**10 Marks**	**L4**	**CO2**
17.	**a.**	Compare and contrast B2B and B2C e-commerce models. Provide real-world examples for each.	**10 Marks**	**L4**	**CO3**
		Or			
18.	**a.**	Examine how e-commerce integration in supply chain management helps reduce cost and improve efficiency.	**10 Marks**	**L4**	**CO3**
19.	**a.**	Illustrate the applications (uses) of E-Commerce in Customer Relationship Management (CRM).	**10 Marks**	**L3**	**CO3**
		Or			
20.	**a.**	Illustrate the types of B2B E-Commerce Applications with examples.	**10 Marks**	**L3**	**CO3**
21.	**a.**	Demonstrate how procurement processes can be automated using e-commerce tools.	**10 Marks**	**L3**	**CO3**
		Or			
22.	**a.**	Illustrate the features and benefits of Private Industrial Networks (PINs) with examples.	**10 Marks**	**L3**	**CO3**
23.	**a.**	Compare the advantages and disadvantages of various payment systems such as credit cards, e-cheques, and cryptocurrencies.	**10 Marks**	**L4**	**CO4**
		Or			
24.	**a.**	Compare the various types of payment systems in e-commerce including e-cash, e-cheques, and credit cards.	**10 Marks**	**L4**	**CO4**
25.	**a.**	Explain various types of security threats in e-commerce.	**10 Marks**	**L2**	**CO4**
		Or			
26.	**a.**	Explain various security solutions in e-commerce including encryption and securing communication channels.	**10 Marks**	**L2**	**CO4**