

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF ENGINEERING
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : CSE3126

Course Name : Sem V - CSE3126 - E-COMMERCE

Program : B.Tech. ISE

Date : 11-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE TEN QUESTIONS

10 X 2 = 20M

1. What do you understand by www? What is the use of hypertext links in Internet access?
(CO1) [Knowledge]
2. What is the aspect of E-Commerce that allows for cross-border trade?
(CO1) [Knowledge]
3. Mention some examples of products that are suitable for Class-I / Category-I e-Commerce?
(CO1) [Knowledge]
4. Why do the companies usually choose to implement SAP?
(CO2) [Knowledge]
5. What are the three different types of transitions and mobility within a wireless network?
(CO2) [Knowledge]
6. What do you mean by Supply Chain Execution Framework?
(CO3) [Knowledge]
7. What do you mean by Data Encryption Standard?
(CO3) [Knowledge]
8. Mention few points that are not benefit of E-commerce?
(CO4) [Knowledge]
9. What are the risks involved in Electronic Payment Systems?
(CO4) [Knowledge]
10. What are the advantages and disadvantages of a Smart Card?
(CO4) [Knowledge]

PART B

ANSWER ALL THE FIVE QUESTIONS

5 X 10 = 50M

11. How do we achieve workflow automation in e-business environment? Explain with an example.
(CO1) [Comprehension]
12. Illustrate Strength, Weakness, Opportunity and Threats for E-Commerce in detail.
(CO2) [Comprehension]
13. What is E-marketplace? Explain different functions of E-marketplaces.
(CO3) [Comprehension]
14. Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems.
(CO3) [Comprehension]
15. Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?
(CO4) [Comprehension]

PART C

ANSWER ALL THE TWO QUESTIONS

2 X 15 = 30M

16. Briefly explain the applications of e-commerce towards Supply Chain Management (SCM) and Customer Relationship Management (CRM) in detail with suitable examples.
(CO3) [Application]
17. How would you differentiate between different interconnectivity networks that are used for communicating online businesses world wide? your answer should include Internet, Intranet, Extranet, EDI and VPN.
(CO4) [Application]
