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**Presidency University**

**Bengaluru**

**School Of Computer Science and Engineering & Information Science**

**Summer term End-Term Examinations, August 2024**

**Date**: 05.08.2024

**Time**: 1:00pm to 4:00pm

**Max Marks**: 100

**Weightage**: 50%

**Odd Semester**: 2023 - 24

**Course Code**: CSE3126

**Course Name**: E-COMMERCE

**Department:** SoCSE

**Instructions:**

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

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| **Q.No** | **Questions** | **Marks** | **CO** | **RBT** |
| 1 | 1. Which e-commerce model involves the sale of goods or services from businesses to the general public? | 4 | CO1 | L1 |
| 1. Outline the generalize different Business Models in an E-Commerce environment? Explain with suitable examples. | 6 | CO1 | L2 |
| 1. Analyze E-Governance in detail with suitable examples. | 10 | CO1 | L3 |
| OR | | | | |
| 2 | 1. What do you mean by Data Encryption Standard? | 4 | CO1 | L1 |
| 1. Explain Website design principles and strategies that are to be included to make a website as the marketplace. | 6 | CO1 | L2 |
| 1. Choose the Revenue Models that are available in electronic commerce? Explain each with suitable examples. | 10 | CO1 | L3 |

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| 3 | 1. List the four types of consumer-oriented applications of E-commerce? | 4 | CO2 | L1 |
| 1. Explain Content Management. | 6 | CO2 | L2 |
| 1. Build the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems | 10 | CO2 | L3 |

OR

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| 4 | 1. Define convergence. | 4 | CO2 | L1 |
| 1. Summarize the risks involved in Electronic Payment Systems? | 6 | CO2 | L2 |
| 1. Analyze the Supply Chain Execution framework. | 10 | CO2 | L3 |

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| 5 | 1. Define the concept of E-Marketing. | 4 | CO3 | L1 |
| 1. Explain the concepts, applications and protocols of Electronic Data Interchange (EDI) | 6 | CO3 | L2 |
| 1. Identify 12 Risk of E-Commerce with example. | 10 | CO3 | L3 |

OR

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| 6 | 1. How do you address the Security for E-Commerce. | 4 | CO3 | L1 |
| 1. Explain the concept of digital certificate and digital signature. | 6 | CO3 | L2 |
| 1. Identify the E-Payment Mechanisms; Payment through card system, mechanisms of E-Cheque, E-Cash, E-Payment Threats & Protections. | 10 | CO3 | L3 |

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| 7 | 1. Define ERP with suitable example. | 4 | CO4 | L1 |
| 1. Explain Quality Management Sales & Distribution | 6 | CO4 | L2 |
| 1. Analyze Business Modules. | 10 | CO4 | L3 |

OR

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| 8 | 1. Define Data Warehouse. | 4 | CO4 | L1 |
| 1. Explain Commercial Software, re-engineering work processes for IT applications. | 6 | CO4 | L2 |
| 1. Analyze ERP Package and ERP Market with example | 10 | CO4 | L3 |

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| 9 | 1. What are the Relationship between E-Commerce and Networking. | 4 | CO1 | L1 |
| 1. Outline the any C2B2C type of E-Commerce along with its workflow. | 6 | CO1 | L2 |
| 1. Construct the Different Types of Networking for E-Commerce | 10 | CO1 | L3 |

OR

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| 10 | 1. Define Call Centre and its need. | 4 | CO2 | L1 |
| 1. Explain the applications of e-commerce towards Supply Chain Management (SCM) and Customer Relationship Management (CRM) in detail with suitable examples. | 6 | CO2 | L2 |
| 1. List the Types of Convergence and its implications | 10 | CO2 | L3 |