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B.Tech.
PEIT5301

6th Semester Back Examination 2017-18

E-COMMERCE

BRANCH : CIVIL, IT, ITE, MANUFAC, MANUTECH, PE

Time : 3 Hours

Max Marks : 70

Q.CODE : C501

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

- Q1. Answer the following questions :** (2 x 10)
- a) What are CTA and CVV?
 - b) What is a SBU?
 - c) What do you mean by chargeback?
 - d) What do you understand by EDI?
 - e) What is a third party payment process?
 - f) Write four E-commerce software frequently used in businesses.
 - g) What is Viral marketing?
 - h) What is a shopping cart and checkout process?
 - i) What are cookies?
 - j) What do mean by a Business Model?
- Q2.** "E-Commerce technologies are simplifying and modifying the HR tasks in organizations". Explain. (10)
- Q3.** a) Technical Aspects of E-commerce (5)
b) Mobile Commerce (5)
- Q4.** Discuss about the alarming security threats to E-Commerce. Suggest the preventive measures to get rid of these threats. (10)
- Q5.** a) Optimisation of a checkout process (5)
b) Consumer-oriented E-Commerce (5)
- Q6.** a) Virtual Community (5)
b) Electronic Auction (5)
- Q7.** Customer service, IT, Finance and administration are the important keys for E-Commerce infrastructure decisions. Elucidate. (10)
- Q8. Answer any TWO :** (5 x 2)
- a) Website Usability
 - b) Measures to protect E-commerce site
 - c) SEO
 - d) CRM and E-Commerce