TDC (CBCS) Odd Semester Exam., 2020
held in March, 2021

COMMERCE

(3rd Semester)

Course No. : COMSEC–301T

(E-Commerce)

Full Marks : 35

Pass Marks : 14

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *ten* of the following as directed :

1×10=10

1. Define electronic commerce.

2. Mention one benefit of e-commerce to customers.

3. Differentiate between e-commerce and e-business.

(*Turn Over*)

4. What are the e-commerce security threats?

5. Define spoofing.

6. What is cryptography?

7. What is 'payment gateway'?

8. Define the concept of 'e-cash'.

9. What is the difference between a smart card and a debit card?

10. Online buying and selling shares and other financial instruments is known as _____.

(Fill in the blank)

11. Selling goods through Flipkart or eBay.com is what kind of e-business activity?

12. Define e-tailing.

13. Define HTML layout.

14. What are attributes in HTML?

15. What is 'Marquee' Tag in HTML?

(*Continued*)

(3)

SECTION—B

Answer any *five* of the following questions : 2×5=10

16. What are the different types of e-commerce options for online selling?

17. Mention two challenges of e-commerce.

18. What is encryption?

19. What is the significance of Data Encryption Standard (DES)?

20. What is online marketing?

21. What is meant by 'Merchant Account'?

22. Highlight the difference between online marketing and traditional marketing.

23. What do you understand by 'web portal'?

24. What is the key difference between HTML elements and tags?

25. What is the use of comments in HTML?

(4)

SECTION—C

Answer any *five* of the following questions : 3×5=15

26. What are the advantages of e-commerce?

27. Explain the future prospects of e-commerce.

28. Mention the features of the IT Act, 2000.

29. Explain the significance of customer privacy and transaction security in e-commerce.

30. Describe various e-payment systems with benefits.

31. What are the security issues involved and its solutions related to e-payment systems?

32. What are the challenges of online education in India? Also point out some solutions.

33. How are auctions performed in online mode?

34. What is HTML table tag? What are the different HTML tags used to display the data in a tabular form?

35. What is cascading style sheet in HTML? What are its three types?

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