

2022
B.A./B.Sc.
Fourth Semester
GENERIC ELECTIVE – 4
COMPUTER SCIENCE
Course Code: CSG 4.11
(Web & E-Commerce Technologies)

Total Mark: 70

Pass Mark: 28

Time: 3 hours

Answer five questions, taking one from each unit.

UNIT-I

1. (a) Define e-commerce. Why do we need e-commerce? 2+3=5
(b) List out the advantages and disadvantages of e-commerce. 4
(c) “E-commerce has flexibility with 24/7 service capability.” Explain. 5

2. (a) List out any four e-commerce business models with suitable example. 8
(b) In your own words explain how using e-commerce leads to saving of cost and time. 2
(c) Define traditional shopping. List out the advantages and disadvantages of traditional shopping. 2+2=4

UNIT-II

3. (a) Define the following: 2×5=10
(i) Internet (ii) WWW and web page
(iii) HTML and HTTP (iv) Web browsers
(v) Shopping bots
(b) Differentiate between internet and extranet. 4

4. (a) Define ISP. Explain the type of ISP in detail. 2+3=5
(b) Explain the role of internet in B2B application. 4
(c) Define target e-mail. What are the benefits of target e-mail marketing? 1+4=5

UNIT-III

5. (a) Define internet security. What are the different types of crime that can involve with the use of internet? How can you protect yourself from becoming a victim of the internet crimes? $2+4+2=8$
- (b) Define virus. How does it spread? $1+3=4$
- (c) Define a firewall. 2
6. (a) Define the following terms: $2 \times 5 = 10$
- (i) Encryption and decryption
 - (ii) Digital signatures
 - (iii) Hackers
 - (iv) Authorization
 - (v) Authentication
- (b). In your own words describe the present status of E-commerce in India as per the present scenario. 4

UNIT-IV

7. (a) Define EDI. List down the advantages and disadvantages of EDI. $2+4=6$
- (b) What is ATM? What are the main components of an ATM? $2+4=6$
- (c) Define electronic cash. 2
8. (a) What do you understand by the term electronic payment system? List out five modes of electronic payment system in detail. $2+10=12$
- (b) Define paperless bill. 2

UNIT-V

9. (a) Define CSS. Write down HTML program to show the usage of inline, internal and external CSS. $1+9=10$
- (b) What is planning in e-commerce? Why do we need planning? $2+2=4$
10. (a) Write down a HTML code to show the usage of links. 3

- (b) Write in detail about how tourism industry can gain advantage in its economics with the help of e-commerce. 4
 - (c) According to you, what are the security requirements for using online e-cash services? 4
 - (d) What are the various internet tools required for a successful e-commerce? 3
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