

April 2025
B.A./B.Sc.
Fourth Semester
GENERIC ELECTIVE – 4
COMPUTER SCIENCE
Course Code: CSG 4.11
(Web & E-Commerce Technologies)

Total Mark: 70
Time: 3 hours

Pass Mark: 28

Answer five questions, taking one from each unit.

UNIT-I

1. (a) What is e-commerce? How is e-commerce different from conventional way of doing business? 1+6=7
(b) Discuss the negative impacts of e-commerce on traditional business in Nagaland. 7
2. (a) What are the basic technical components required for e-commerce? 6
(b) Discuss two applications of e-commerce in Nagaland. 4+4=8

UNIT-II

3. (a) Define internet. Write a note on the evolution of internet. 1+5=6
(b) What is web promotion? Explain three strategies for web promotion. 2+6=8
4. (a) Define domain name system (DNS). What is domain name space? 2+2=4
(b) Explain the types of networks based on area covered. 10

UNIT-III

5. (a) What do you understand by internet security? Explain the main privacy issues related with internet. 1+6=7
(b) What are the threats to a computer system? Discuss any one threat in detail. 1+6=7

6. (a) Define computer crime. Explain the types of computer crime. 1+6=7
(b) Why is cybercrime increasing? Discuss the measures you can take to protect your online privacy. 1+6=7

UNIT-IV

7. (a) What is EDI? Explain some benefits of using EDI. 1+5=6
(b) Write a note each on the following: 2×4=8
(i) Credit/debit card payment
(ii) Internet/net banking
(iii) Mobile/UPI payment
(iv) Crypto currency payment
8. (a) What is electronic fund transfer? Explain electronic clearing system. 1+5=6
(b) Explain the following terms: 4×2=8
(i) Value exchange system
(ii) Paperless bill

UNIT-V

9. (a) Why is planning important for an e-commerce? What do you understand by planning e-commerce initiatives? 2+4=6
(b) Discuss some strategies you can implement to enhance cyber security and protect customer data for an e-commerce. 8
10. (a) What are the activities involved in e-commerce initiative? 6
(b) How can you effectively utilize social media and digital marketing to promote your e-commerce business and engage your customer? 4+4=8
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