

2024
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) Define e-commerce. What role does e-commerce play in modern business platform? 1+2=3
- (b) Explain the main features of e-commerce. 5
- (c) Provide an example of a successful e-commerce and analyse the factors contributing to its success. 6
2. (a) What are the four models of e-commerce? Give an example for each model. 4
- (b) Explain the disadvantages of e-commerce. 5
- (c) Express your opinion on the influence of e-commerce on traditional commerce in Nagaland. 5

UNIT-II

3. (a) What is ARPANET? 2
- (b) Differentiate between Internet and World Wide Web. 4
- (c) Define the following: 2×4=8
 - (i) Web server (ii) URL
 - (iii) Website builder (iv) ISP
4. (a) Explain the concept of domain name system. 5
- (b) Differentiate between IPv4 and IPv6. 4
- (c) Explain in brief the steps involved in registering a domain name. 5

UNIT-III

5. (a) Why is security essential for e-commerce? What are the requirements for a safe transaction? 1+4=5
(b) Explain some measures for protecting your online privacy. 5
(c) What are the benefits of monitoring a system? 4
6. (a) What is a threat? Explain the main types of threat faced by a computer system. 1+6=7
(b) How can you protect your system from virus problem? 3
(c) Explain encryption and decryption. 4

UNIT-IV

7. (a) What are the characteristics of EDI? 4
(b) Explain the basic process of an EDI model using a diagram. 6
(c) What are the applications of EDI? 4
8. (a) What is an electronic payment system? Explain the security considerations for an EPS. 1+5=6
(b) Define the following: 2×4=8
(i) Credit card system (ii) Electronic clearing service
(iii) NEFT (iv) Value exchange system

UNIT-V

9. (a) What is planning in e-commerce? What are the areas that need to be considered while planning for an e-commerce? 2+4=6
(b) How can you measure the benefits of an e-commerce during planning initiatives? 4
(c) How can e-commerce businesses effectively utilize social media and digital marketing for promotion and customer engagement? 4
10. (a) What are the main differences between a typical early website and today's website? 2
(b) What strategies can e-commerce employ to attract and retain customers? 4
(c) Explain the methods that business use to efficiently administer their electronic commerce projects. 8