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BBA 181601

Roll No. of candidate

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2022

B.B.A. 6th Semester End-Term Examination

E-COMMERCE

(Regular)

BINA CHOWDHURY CENTRAL LIBRARY
(GIMT & GIPS)
Azara, Hatkhowapara,
Guwahati -781017

Full Marks – 70

Time – Three hours

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

Question 1 is Compulsory, and answer any *four* out of the rest of the question

1. Answer the following : (10 × 1 = 10)
- The characteristic that E-commerce is available everywhere at all times is known as (Ubiquity/Global reach)
 - Selling the same or nearly same good to different customers at different prices is called (cost transparency/ Price discrimination)
 - Netflix follows a (subscription / affiliate) revenue model.
 - Using the internet to maintain inventory records is considered a part of (E-business/E-Commerce)
 - Testing a website as a whole ,the same way the user would use it is called (acceptance testing / System testing)
 - SSL stands for (System security layer/ Secure Socket layer)
 - Gift vouchers from E-commerce website is a form of (stored value/accumulating balance) payment system.
 - Programs that can obtain information like keystrokes, and take screenshots without the users knowledge is known as (spyware / adware).
 - When influencers in YouTube share links of products for viewers to buy, they are following a (viral / affiliate) marketing strategy.
 - (Cookies / Search engines) are used to track individuals at a time.

[Turn over

2. (a) What are the different types of E-commerce? Explain with an example. (8)
(b) Explain the various revenue models E-commerce websites use? (7)
3. (a) Describe the features of the internet and the web that lays the foundation of an E-commerce website. (8)
(b) In the System development lifecycle, under what conditions would you outsource the building of the system versus building your own. (7)
4. (a) Explain the following: Virus, Worms, Trojan Horse and Bots. (8)
(b) What are the various payment systems in E-commerce. (7)
5. (a) Explain the symmetric key encryption with a block diagram and an example. (8)
(b) How does phishing and identity theft work? (7)
6. (a) Explain the online consumer behaviour model. (8)
(b) What are the ethical issues in e-commerce? (7)
7. Write short notes on (*any three*) (3 × 5 = 15)
(a) Clickstream behaviour
(b) Viral marketing
(c) Types of testing in SDLC
(d) Digital
(e) Dimensions of security

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