

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2019**

**Course: E-commerce**

**Program: B. Com. (Honours, Taxation, Banking & Insurance)**

**Course code: MKTG2026**

**Semester: III**

**Time: 03 Hours**

**Max. Marks: 100**

**Instructions:** Section 'A' is for 20 marks. In section 'A', attempt all statements in question 1 as instructed, each statement carries 2 mark. Section 'B' is for 20 marks. In section 'B', attempt all (four) questions each question carries 5 marks. Section 'C' is for 30 marks. In section 'C', attempt all (three) questions each question carries 10 marks. Section 'D' is for 30 marks. In section 'D', attempt all questions each question carries 15 marks.

**SECTION A**

**( 20 Marks)**

- Q1
- i) Electronic Data Interchange is necessary in
    - a. B2C e-Commerce
    - b. C2C e-Commerce
    - c. B2B e-Commerce
    - d. Commerce using internet
  
  - ii) Electronic funds transfers are also called \_\_\_\_\_.
    - a. wire transfers
    - b. money transfers
    - c. business transfers
    - d. telephone transfers
  
  - iii) A firewall is a
    - a. wall built to prevent fires from damaging a corporate intranet
    - b. security device deployed at the boundary of a company to prevent unauthorized physical access
    - c. security device deployed at the boundary of a corporate intranet to protect it from unauthorized access
    - d. device to prevent all accesses from the internet to the corporate intranet
  
  - iv) Encryption can be done
    - a. only on textual data
    - b. only on ASCII coded data
    - c. on any bit string
    - d. only on mnemonic data
  
  - v) When packets leave a network to travel on the internet, they must be translated into a standard format. \_\_\_\_ usually perform this translation function.
    - a. Switches
    - b. Routers

**CO1**  
**20 Marks**

	<p>c. Bridges d. Routing algorithms</p> <p>vi) Transport Layer is also known as _____.</p> <p>a. Communication Layer b. Hardware Layer c. Software Layer d. None of above</p> <p>vii) A(n) _____ is an interconnected network, usually one that uses the TCP/IP protocol set, and does not extend beyond the organization that created it.</p> <p>a. internet b. intranet c. extranet d. ARPANET</p> <p>viii) TCP/IP is used for _____.</p> <p>a. Route Selection b. Transmission Control c. Dialogue Management d. Bits to Frame Conversion</p> <p>ix) The underlying computing equipment that the system uses to achieve its e-commerce functionality is called a _____.</p> <p>a. hardware platform b. content platform c. transactional platform d. scalability platform</p> <p>x) Which of the following is/are the most common type of B2B e-commerce?</p> <p>a. Examines each message as it seeks entrance to the network b. Blocks messages without the correct markings from entering the network c. Detects computers communicating with the Internet without approval d. All of the above</p>	
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**SECTION B ( 20 Marks)**

Q2	Contrast the market potential for B2B and B2C auctions.	<b>CO2 5 Marks</b>
Q3	What software and hardware are required to access the Internet?	<b>CO2 5 Marks</b>
Q4	How should the e-commerce manager monitor and respond to technological innovation?	<b>CO3 5 Marks</b>
Q5	Give three examples of how web sites can use techniques to protect the user's privacy?	<b>CO3 5 Marks</b>

**SECTION-C ( 30 Marks)**

Q6	What actions can e-commerce managers take to safeguard consumer privacy and security?	<b>CO4 10 Marks</b>
Q7	In the future the distinction between intranets, extranets and the Internet for marketing purposes is likely to disappear.' Discuss.	<b>CO4 10 Marks</b>
Q8	Evaluate the range of restructuring options for an existing 'bricks-and-mortar' organization to move to 'bricks-and-clicks' or 'clicks-only' contributing a higher online revenue.	<b>CO1 10 Marks</b>
<b>SECTION-D ( 30 Marks)</b>		
Q9	You recently started a job as e-commerce manager for a bank. Produce a check- list of all the different legal and ethical issues that you need to check for compliance on the existing web site of the bank.	<b>CO3 15 marks</b>
Q10	Discuss the following question with reference to how an organization should react to the Internet. 'Is the Internet a typhoon force, a ten times force, or is it a bit of wind? Or is it a force that fundamentally alters our business?'	<b>CO4 15 Marks</b>