

**2023**

**COMPUTER APPLICATION**

**Paper : BCAHG3046**

**( E-Commerce Technologies )**

*Full Marks : 60*

*Pass Marks : 24*

*Time : 3 hours*

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

**1. Choose the correct answer (any five) : 1×5=5**

**(a) What does SSL stand for in the context  
of e-commerce?**

**(i) Secure Sockets Layer**

**(ii) Super Secure Layer**

**(iii) Secure Software Layer**

**(iv) Simple Security Layer**

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- (b) Which of the following is not a common e-commerce business model?
- (i) Business-to-Business
  - (ii) Business-to-Consumer
  - (iii) Consumer-to-Consumer
  - (iv) Computer-to-Computer
- (c) What is primary purpose of a payment gateway in e-commerce?
- (i) Displaying product information
  - (ii) Processing payment securely
  - (iii) Managing customers' reviews
  - (iv) Optimizing website speed
- (d) What does the acronym 'HTTP' stand for in the context of web technology?
- (i) Hypertext Transfer Protocol
  - (ii) High-Tech Transaction Protocol
  - (iii) Hypertext Transaction Process
  - (iv) Hyper Transfer Technology Process

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( Continued )

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- (e) Which e-commerce business model involves businesses selling products or services to other businesses?
- (i) B2C (Business-to-Consumer)
  - (ii) C2C (Consumer-to-Consumer)
  - (iii) B2B (Business-to-Business)
  - (iv) C2B (Consumer-to-Business)
- (f) Which technology is often used for real-time communication between customers and support teams on e-commerce websites?
- (i) Chatbots
  - (ii) Augmented Reality (AR)
  - (iii) Blockchain
  - (iv) Virtual Reality (VR)
- (g) What is a key characteristic of the peer-to-peer (P2P) business model?
- (i) It involves traditional brick and mortar stores
  - (ii) It relies on a centralized authority for transactions
  - (iii) It enables individuals to directly share resources or services with one another
  - (iv) It primarily caters to large enterprises

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( Turn Over )

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(h) Which term is often used interchangeably with Electronic Data Exchange (EDE)?

- (i) E-commerce
- (ii) Electronic data interchange
- (iii) E-mail exchange
- (iv) Digital document conversion

(i) What is an Electronic Payment System (EPS)?

- (i) A system for sending emails
- (ii) A system for ordering physical goods online
- (iii) A system for transferring money electronically
- (iv) A system for booking travel accommodations

(j) Which key is used for encryption in RSA?

- (i) Public key
- (ii) Private key
- (iii) Symmetric key
- (iv) Shared key

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2. Answer any *five* of the following questions :

2×5=10

- (a) What is electronic cash?
- (b) What is a web browser?
- (c) What is public key encryption?
- (d) What is shopping bots?
- (e) What is domain name?
- (f) Define antivirus.
- (g) What is banner?

3. Answer any *five* of the following questions :

5×5=25

- (a) What is the significance of encryption in e-commerce security?
- (b) Explain the role of SSL.
- (c) Explain the concept of EDI in e-commerce.
- (d) Explain the concept of 'two-factor authentication' (2FA) and its importance in enhancing Internet security.

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- (e) Describe the concept of an extranet and how it enables collaboration in the e-commerce.
- (f) Explain the role of Internet in B2B application.
- (g) Explain the process of registering a domain name.
- (h) Explain the disadvantages of EDI.
- (i) Write advantage and disadvantage of e-commerce.

4. Answer any *two* of the following questions :  
10×2=20

- (a) Describe the potential impact of computer viruses on e-commerce businesses. Discuss the various ways in which viruses can compromise security, disrupt operation and harm the reputation of online retailers.
- (b) Discuss the importance of website design and user experience in e-commerce planning. How can a well-designed website contribute to the success of an e-commerce business?

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- (c) Explain the role of e-commerce in expanding the scope of online businesses. What are the key advantages and challenges in the B2C e-commerce and how has it impacted traditional retail?
- (d) Discuss the evolution of EDI in e-commerce technologies. Explore the challenges and barriers to implement EDI in e-commerce.

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