UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022
SET 1

Course: Understanding E-Business and E-commerce
Semester: III
Program: B.Com Spz- Ecommerce   **Time   : 03 hrs.**
Course Code: MKTG2015P   **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions. Mention True / false		
A.	E-payment systems are considered to be just an alternative and are not essential.	2	CO1
B	Software wallets are part of e-payment systems.	2	CO1
C	E-Marketplaces facilitate the exchange of information, goods, services, and payments associated with market transactions	2	CO1
D	Storefront is a single company's Web site where products or services are sold	2	CO1
E	A revenue model is a strategy of managing a company's revenue streams and the resources required for each revenue stream.	2	CO1
F	The channel sales model consists of agents or resellers selling your product for you and either you or the reseller delivering the product.	2	CO1
G	The affiliate revenue model is when popular platforms allow others to advertise with them for a fee	2	CO1
H	Ransomware (scareware) is used to lock up your browser or files and display fake notices from FBI or IRS etc without soliciting money.	2	CO1
I	Botnets are a collection of captured bot computers or zombies used to send spam, steal information from computers, and store network traffic for later analysis.	2	CO1
J	Antivirus Software is an expensive way to prevent threats to system integrity for users	2	CO1

SECTION B
4Qx5M= 20 Marks

	Attempt any four questions		
Q 2	In creating an e-commerce meant for selling products of various brands which kind of e-marketplace would you build and why?		CO2
Q3.	Mention major types of portals that could be considered for e-business and e-commerce.		CO2
Q4.	Mention the various features of e-catalog		CO2
Q5	What is e-auction?		CO2
Q6	Define forward and Reverse e-auction		CO2

SECTION-C
3Qx10M=30 Marks

	Attempt all the questions		
Q7	E-commerce cannot be established without an e-payment system, suggest the various e-payment methods that could be implemented if a company moves ahead with the online selling of products.		CO3
Q8	To maintain the security of e-commerce, what common technology solutions would you look into?		CO3
Q9	For a company, you want to develop an online business that would generate money if users subscribe to products or services. What e-commerce and revenue model would you integrate?		CO3

SECTION-D
2Qx15M= 30 Marks

Q	Attempt all the question		
Q 10	A customer wants to establish an e-commerce having B2C model, as a consultant which revenue model would you suggest and why ?		CO4
Q 11	E-Business and e-commerce are prone to security threats, explain some of the common threats for which security mechanisms should be designed and developed from the beginning		CO4