



Sri Indu

College of Engineering & Technology

UGC Autonomous Institution

Recognized under 2(f) & 12(B) of UGC Act 1956,

NAAC, Approved by AICTE &

Permanently Affiliated to JNTUH



HANDOUT

IV Year I Semester

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING
(ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING)

ACADEMIC YEAR 2025-2026

E-COMMERCE

COMPUTER SCIENCE & ENGINEERING (CYBER SECURITY)

SRI INDU COLLEGE OF ENGINEERING & TECHNOLOGY (An Autonomous Institution under UGC, New Delhi)

B.Tech. - IV Year - I Semester

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(R20INF4185) E - COMMERCE (Open Elective-II)

COURSE OUTCOMES: At the end of the course, the students will be able to :

1. Understand the E - commerce strategies and value chains
2. Understand the E-commerce services
3. Understand E - commerce infrastructure, its applications and Supply Chain Management.
4. Know the availability of latest technology and applications of E-Payment Mechanism.
5. Apply E-Commerce in business-to-business application.

UNIT 1: Electronic Commerce: Overview, Definition, Advantages & Disadvantages of E-Commerce, Threats of E-Commerce, Managerial Prospective, Rules & Regulation for Controlling Commerce, Relationship Between E-Commerce & Networking, Different Types of Networking for E-Commerce, internet, Intranet, EDI Systems, Wireless Application Protocol: Definition, Hand Held Devices, Mobility & Commerce Model, Mobile Computing, Wireless Web, Web Security, Infrastructure Requirement for E-Commerce, Business Model of E-Commerce; Model Based on Transaction Type, Model Based on Transaction Party- B2B, B2C, C2B, C2C, E-Governance.

UNIT 2: E-Strategy: Overview, Strategic Methods for developing E-Commerce. Four C's (Convergence, Collaborative, Computing, Content Management & Call Center). Convergence: Technological Advances in Convergence - Types, Convergence and its implications, Convergence & Electronic Commerce. Collaborative Computing: Collaborative Product Development, contract as per CAD, Simulations Collaboration, Security. Content Management: Definition of Content, Authoring Tools and Content Management, Content Management, Content - partnership, repositories, convergence, providers, Web Traffic.

UNIT 3: Traffic Management: Content Marketing Call Center: Definition, Need, Tasks Handled, Mode of Operation, Equipment, Strength & Weakness of Call Center, Customer Premises Equipment (CPE). **Supply Chain Management:** E-logistics, Supply Chain Portal, Supply Chain Planning Tools (SCP Tools), Supply Chain Execution(SCE), SCEFramework, Internet's Effect on Supply Chain Power.

UNIT 4: E-Payment Mechanism: Payment through card system, E-Cheque, E-Cash, E-Payment, Threats& Protections.

E-Marketing: Home - Shopping, E-Marketing, Tele- Marketing

UNIT 5: Electronic Data Interchange (EDI): Meaning, Benefits, Concepts, Application, EDI Model, Protocols (UN EDI, FACT/ GTDI), ANSI-X12, Data Encryption (DES/RSA)

Risks of E-Commerce: Overview, Security for E-Commerce, Security Standards, Firewall, Cryptography, Key Management, Password Systems, Digital Certificates, Digital Signatures, Contemporary Topics.

Text Book:

1. Electronic Commerce - Technologies & Applications, Bhaskar Bharat, TMH

Reference Books:

1. E-commerce, MM Oka, EPH
2. Frontiers of Electronics Commerce, Kalakotia, Winston, Pearson Education
3. Electronic Commerce, Loshinpete, Murphy P. A., Jaico Publishing Housing
E-Commerce, Murthy, Himalaya Publishing.

	SRIINDUCOLLEGE OF ENG & TECH LESSON PLAN (Regulation: R22) Department of Computer Science and Engineering(AIML)			Prepared on Rev1: Page: 1 of 2
	Sub.Code & Title		R22INF3234 & E- COMMERCE	
	Academic Year: 2025-26		Year/Sem./Section	VI-I
	Faculty Name & Designation		CH.VIJAYASHANTHI, Assistant Professor	

Unit/Item No.	Topic(s)	Book Reference	Page(s)		Teaching Methodology	Proposed No. of Periods	Proposed Date of Handled	CO/RBT
			From	To				
UNIT I								
1.1	Electronic Commerce: Overview, Definition, Advantages & Disadvantages of E-Commerce,	T1,R1	1	4	Black Board	1		CO1
1.2	Threats of E-Commerce, Managerial Prospective	T1,R1	4	6	Black Board	1		CO1
1.3	Rules & Regulation for Controlling Commerce, Relationship Between E-Commerce & Networking	R1	6	10	Black Board	2		CO1
1.4	Different Types of Networking for E-Commerce	T1,R1	W1	W1	Black Board	1		CO1
1.5	Internet, Intranet, EDI Systems	T1	15	17	Black Board	1		CO1
1.6	Wireless Application Protocol: Definition	T1	18	19	Black Board	1		CO1
1.7	Hand Held Devices, Mobility & Commerce Model	R1	20	21	Black Board	1		CO1
1.8	Mobile Computing, Wireless Web, Web Security	R1	22	24	Black Board	1		CO1
1.9	Infrastructure Requirement for E-Commerce	R1	25	27	Black Board	1		CO1
1.10	Business Model of E-Commerce, Model Based on Transaction Type, Model Based on Transaction Party- B2B, B2C, C2B, C2C	R1	28	30	Black Board	1		CO1
1.11	E-Governance	T1	31	34	Black Board	1		CO1
UNIT II								
2.1	E-Strategy: Overview, Strategic Methods for Developing E-Commerce	T1	43	48	Black Board	1		CO2
2.2	Four C's Convergence, Collaborative, Computing, Content Management & Call Center).	T1	49	54	Black Board	2		CO2
2.3	Convergence: Technological Advances in Convergence–Types, Convergence and its implications	T1	55	57	Black Board	1		CO2
2.4	Convergence & Electronic Commerce, Collaborative Computing: Collaborative Product Development	T1	58	62	Black Board	1		CO2
2.5	Contract as per CAD	T1	62	65	Black Board	1		CO2
2.6	Simulations Collaboration , Security.	T1	66	68	Black Board	1		CO2

2.7	Content Management: Definition of Content	T1	69	72	Black Board	1		CO2
2.8	Authoring Tools and Content Management	T1	73	76	Black Board	1		CO2
2.9	Content Management, Content-partnership, repositories.	T1	76	79	Black Board	1		CO2
2.10	convergence, providers, Web Traffic	T1	80	83	Black Board	1		CO2

UNIT III

3.1	Content Marketing Call Center: Definition, Need	T1	101	106	Black Board	1		CO3
3.2	Tasks Handled ,Mode of Operation	T1	106	109	Black Board	1		CO3
3.3	Equipment ,Strength &Weakness of Call Center	T1	109	112	Power Point Presentation	1		CO3
3.4	Customer Premises Equipment(CPE)	T1	113	114	Black Board	1		CO3
3.5	Supply Chain Management: E-logistics	T1	118	120	Black Board	1		CO4
3.6	Supply Chain Portal, Supply Chain Planning Tools(SCP Tools)	T1	121	125	Black Board	1		CO4
3.7	Supply Chain Execution(SCE),SCE Framework	T1	126	127	Black Board	1		CO4
3.8	Internet's Effect on Supply Chain Power.	T1	129	128	Power Point Presentation	1		CO4

UNIT IV

4.1	E-Payment Mechanism: Payment through card system	T1	150	153	Black Board	1		CO5
4.2	E-Cheque, E-Cash	T1	W4	W4	Black Board	1		CO5
4.3	E-Payment, Threats &Protections.	T1	157	160	Black Board	1		CO5
4.4	E-Marketing: Home - Shopping, E-Marketing, Tele-Marketing	T1	W2	W2	Black Board	1		CO5

UNIT V

5.1	Meaning, Benefits, Concepts ,Application, EDI Model, Protocols(UNEDI,FACT/ GTDI)	T1	166	170	Black Board	1		CO6
5.2	ANSIX-12,DataEncryption(DES/RSA	T1	172	175	Black Board	1		CO6
5.3	Risks of E-Commerce: Overview, Security for E-Commerce	T1	177	180	Black Board	1		CO6
5.4	Security Standards	T1	W5	W5	Black Board	1		CO6
5.5	Firewall, Cryptography, Key Management, Password Systems,.	T1	W5	W5	Black Board	1		CO6
5.6	Digital Certificates, Digital Signatures	T1,W1	19	185		1		CO6
	Review	Signature of the HOD/Coordinator						

	SRI INDU COLLEGE OF ENGG & TECH QUESTION BANK		(Regulation:R22)
	(Regulation:R22)		Prepared on Rev1:
	Department of Computer science & Engineering(AIML,CS)		
	Sub.Code&Title	R22INF3234 & E-COMMERCE	
	AcademicYear:2025-26	Year/Sem.	IV/I
Faculty Name & Designation		Mrs. CH.VIJAYASHANTHI/ A.NARESH/ ASSISTANT PROFESSOR	

QUESTION BANK WITH BLOOMS TAXONOMY LEVEL (BTL)

(1.Remembering 2.Understanding 3.Applying 4.Analyzing 5.Evaluating 6.Creating)

UNIT-1 ELECTRONIC COMMERCE			
S.no	Multiple choice Questions	BT Level	Course Outcome
1C-1	What does E-commerce stand for? A) Electronic Communication B) Electronic Commerce C) Electronic Company D) Electrical Commerce	I	CO1
1C-2	Which of the following is a type of E-commerce? A) B2B B) B2C C) C2C D) All of the above	I	CO1
1C-3	Which is a major disadvantage of E-commerce? A) Global reach B) Security concerns C) Wide selection D) 24/7 availability	I	CO1

1C-4	Which of the following is not a benefit of E-commerce to businesses? A) Lower operational costs B) Better inventory management C) Limited market reach D) Increased efficiency	I	CO1
1C-5	What is the primary purpose of using a payment gateway in E-commerce? A) Creating websites B) Encrypting messages C) Authorizing online payments D) Handling customer queries	I	CO1
1C-6	SSL in E-commerce stands for: A) Secure Socket Layer B) Secured Software Link C) Server Socket Line D) Secure Sales Link	I	CO1
1C-7	Which protocol is used to transfer web pages in E-commerce? A) FTP B) HTTP C) SMTP D) SNMP	II	CO1
1C-8	Which of the following is an example of B2C E-commerce? A) Amazon B) Alibaba bulk sales C) LinkedIn business services D) SAP ERP	IV	CO1
1C-9	9. Which Indian government initiative promotes digital payments and E-commerce? A) Make in India B) Start-up India C) Digital India D) Skill India	II	CO1

1C-10	10. What is the full form of 'EDI' in E-commerce? A) Electronic Data Interchange B) Electronic Document Interface C) Easy Data Input D) Enhanced Data Integration	II	CO1
1C-11	Which of the following is a B2B model? A) Amazon selling to individuals B) A company purchasing raw materials from a supplier online C) A student buying a book online D) A customer booking a hotel online	V	CO1
1C-12	Which model describes transactions between consumers and businesses where consumers set the price? A) B2B B) B2C C) C2B D) C2C	III	CO1
1C-13	Which of the following is the best example of a C2C model? A) Online job portals B) Amazon retail store C) Flipkart Wholesale D) OLX or eBay user-to-user sales	I	CO1
1C-14	B2C stands for: A) Business to Consumer B) Brand to Client C) Base to Customer D) Buyer to Company	II	CO1
1C-15	In which model do both the buyer and seller belong to business organizations? A) C2C B) B2B C) C2B D) B2C	II	CO1
1C-16	Which of the following E-commerce models is used when a freelancer offers services to companies? A) B2B B) B2C C) C2B D) G2B	II	CO1

1C-17	Government to Business (G2B) model includes: A) Businesses filing taxes online B) Students registering for online classes C) Customers buying electronics D) Citizens voting online	II	CO1
1C-18	Which of the following is not a transaction party-based E-commerce model? A) B2B B) G2G C) B2C D) C2C	II	CO1
1C-19	Which model is most common for digital marketplaces like Amazon or Flipkart? A) B2B B) B2C C) C2C D) G2C	II	CO1
1C-20	Uber allowing drivers to connect with riders directly is an example of which model? A) C2C B) B2B C) B2C D) C2B	II	CO1
	Fill in the blanks		
1F-1	E-commerce means buying and selling goods and services over the -----	I	CO1
1F-2	Online shopping is available -----, allowing customers to shop at any time.	I	CO1
1F-3	One major benefit of e-commerce is -----, as people can shop from home.	II	CO1
1F-4	----- refers to transactions between one business and another.	III	CO1
1F-5	Websites like eBay are examples of -----e-commerce.	I	CO1
1F-6	E-commerce allows sellers to reach a ----- market beyond their local area.	II	CO1
1F-7	A common disadvantage is the lack of a ----- experience with the product.	I	CO1
1F-8	E-commerce stores often offer a wider variety of ----- than physical stores.	II	CO1
1F-9	Online ----- systems are used to complete transactions	III	CO1
1F-10	Customer data must be protected, which makes ----- a key concern in e-commerce.	IV	CO1
1F-11	_____ stands for Business to Consumer.	I	CO1

1F-12	In the _____ model, businesses sell goods or services to other businesses.	I	CO1
1F-13	OLX and eBay are examples of the _____ E-commerce model.	I	CO1
1F-14	In the _____ model, individual customers offer products or services to businesses.	I	CO1
1F-15	Amazon is a good example of a _____ model, where businesses sell directly to consumers.	I	CO1
1F-16	In a _____ model, the government provides services or information to businesses online.	I	CO1
1F-17	Selling freelance graphic design services to a company is an example of the _____ model.	I	CO1
1F-18	A manufacturer selling machinery to a retailer is an example of _____ E-commerce.	I	CO1
1F-19	Booking a train ticket from an Indian government portal is an example of _____ model.	I	CO1
1F-20	The _____ model allows users to exchange goods or services directly with each other.	I	CO1
	Match the following		
1M-1	Match the following 1. B2B A. Customer to Business 2. B2C B. Government to Citizen 3. C2C C. Business to Consumer 4. C2B D. OLX, eBay 5. G2C E. Manufacturer to Retailer	I	CO1
1M-2	Match the following 1. Payment Gateway A. Online advertising 2. Flipkart B. B2C E-commerce 3. Google Ads C. Transaction processing 4. Digital Signature D. Security in online transactions 5. Search Engine Optimization (SEO) E. Improving website ranking	II	CO1

1M-3	Match the following 1. WAP (Wireless Application Protocol) A. Encrypts data for secure transmission 2. SSL (Secure Socket Layer) B. Provides secure communication over wireless 3. HTTPS C. Wireless access protocol 4. Firewall D. Blocks unauthorized access to a network 5. VPN (Virtual Private Network) E. Secure version of HTTP	I	CO1
1M-4	Match the following 1. Internet A. Private network within an organization 2. Intranet B. Global network connecting millions of users 3. EDI (Electronic Data Interchange) C. Exchange of business documents electronically 4. Extranet D. Controlled access to outsiders via Internet 5. HTTP E. Protocol used to transfer web pages	IV	CO1
1M-5	Match the following 1. B2B A. Customer sells products/services to business 2. B2C B. Online marketplaces like eBay, OLX 3. C2C C. Business sells directly to customers 4. C2B D. Transactions between businesses 5. G2C E. Government services to citizens online	II	CO1

5-MARKS QUESTIONS

1.	What is E-commerce? Explain the Overview of E-commerce? (Remembering)	I	CO1
2.	2. Design the basic architectural elements of e-commerce and explain broad goals of e-commerce (creating)	II	CO1
3.	Briefly explain Business models of E-commerce(Remembering)	II	CO1
4.	Explain about different types of networking for E-commerce?(Remembering)	IV	CO1
5.	Explain briefly about E-Governance? (Remembering)	V	CO1
6.	Discuss various Transaction Parties?(Analyzing)	II	CO1
7.	What are the different models of E-commerce?(Remembering)	II	CO1

8.	Illustrate the different Threats of E-commerce (Remembering)	II	CO1
9.	Illustrate Business models of E-commerce?(Remembering)	II	CO1
10.	Explain about Wireless application protocol and web security?	II	CO1
11.	Explain the advantages and disadvantages of E-Commerce(Analyzing)	II	CO1
12.	Describe the importance of web security in E-Commerce and explain how it can be achieved(Analyzing)	V	CO1
13.	Explain the concept of E-Governance and its applications.(Analyzing)	IV	CO1
14.	Describe the difference between internet, intranet, and EDI systems in ECommerce (Understanding)	III	CO1
15.	Explain the concept of mobile commerce and its importance in ECommerce(Understanding)	V	CO1

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	AcademicYear:2025-26	Year/Sem.	IV/I
Faculty Name & Designation		Mrs. CH.VIJAYASHANTHI/ A.NARESH/ ASSISTANT PROFESSOR	

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UNIT-2 E-STRATEGY

S.no	Multiple choice Questions	BT Level	Course Outcome
1C-1	What is the main objective of an E-strategy? A) To increase offline sales B) To build physical stores C) To leverage digital technologies to achieve business goals D) To reduce employee size	I	CO2
1C-2	Which of the following is not a component of E-strategy? A) Business goals B) Online marketing plans C) Employee retirement benefits D) Technology infrastructure	I	CO2
1C-3	A successful e-strategy requires alignment with: A) Competitor analysis only B) Customer complaints C) Overall business strategy D) Only IT department	I	CO2
1C-4	SWOT analysis in E-strategy is used for: A) Designing product packaging B) Evaluating strengths, weaknesses, opportunities, and threats C) Reducing website traffic D) Hiring online marketers	I	CO2
1C-5	What does CRM stand for in E-strategy context? A) Customer Revenue Management B) Corporate Resource Management C) Customer Relationship Management D) Critical Risk Management	I	CO2
1C-6	A major benefit of e-strategy is: A) Increasing electricity bills B) Ignoring online competition C) Enhancing customer reach and engagement D) Removing technology dependenc	I	CO2

1C-7	Which tool is commonly used to monitor and evaluate E-strategy performance? A) Microsoft Word B) Google Analytics C) Notepad D) Windows Media Player	I	CO2
1C-8	Which one of the following is a threat in E-strategy? A) Efficient web hosting B) Cyber attacks C) SEO optimization D) Mobile-friendly design	I	CO2
1C-9	In E-strategy, SEO stands for: A) Search Engine Operation B) Smart Enterprise Outreach C) Search Engine Optimization D) Secure Electronic Options	I	CO2
1C-10	What is the first step in developing an E-strategy? A) Creating social media ads B) Choosing a domain name C) Analyzing internal and external environment D) Designing a company logo	I	CO2
1C-11	. In e-commerce, the ‘Customer’ component focuses on: A) Business objectives B) Product profitability C) Understanding customer needs and delivering value D) Store design and layout	I	CO2
1C-12	In the Four C’s, ‘Cost’ refers to: A) Only the listed price of a product B) The seller’s profit margin C) The total cost incurred by a customer including time, effort, and delivery D) Product development costs	I	CO2

1C-13	Which of the following best represents 'Convenience' in e-commerce? A) Offering free products B) Location of retail stores C) 24/7 shopping access and simple user interface D) Sending promotional emails	I	CO2
1C-14	In an e-commerce website, 'Communication' involves: A) Displaying prices B) Engaging with customers through feedback, reviews, chatbots, and emails C) Reducing costs of goods sold D) Publishing static advertisements	I	CO2
1C-15	The Four C's model of e-commerce is primarily focused on: A) Product distribution B) Company profits C) Customer-centric strategies D) Retail store management	I	CO2
	Fill in the blanks		
1F-1	E-Strategy stands for _____ strategy used to conduct business over digital platforms.	I	CO2
1F-2	A successful e-strategy aligns with the overall _____ strategy of the business.	I	CO2
1F-3	_____ analysis helps assess strengths, weaknesses, opportunities, and threats in e-strategy planning.	I	CO2
1F-4	A key goal of e-strategy is to enhance _____ experience and engagement.	I	CO2
1F-5	_____ Commerce is the use of mobile devices to conduct business transactions.	I	CO2
1F-6	Search Engine Optimization (SEO) is an essential component of _____ strategy .	I	CO2
1F-7	_____ analytics tools are used to monitor and evaluate e-strategy performance.	I	CO2
1F-8	E-strategy should include clear goals, target audience, and _____ channels to reach customers.	I	CO2

1F-9	A well-developed e-strategy increases _____ advantage in the online market.	I	CO2
1F-10	In e-commerce, an effective e-strategy focuses on technology, people, and _____ management .	I	CO2
1F-11	In e-commerce, a _____ partnership involves collaboration between websites to share or distribute content.	I	CO2
1F-12	Digital _____ are centralized storage locations for structured and unstructured data, such as product catalogs and documents.	I	CO2
1F-13	_____ refers to the merging of technologies, platforms, or services like telecom, media, and e-commerce into a single digital experience.	I	CO2
1F-14	Service _____ are third-party entities that deliver key functions such as hosting, payment gateways, or logistics in e-commerce ecosystems.	I	CO2
1F-15	_____ is a key metric in e-commerce that measures the number of visitors to a website.	I	CO2
	Match the following		
1M-1	Match the following 1. SWOT Analysis A. Aligns digital efforts with business goals 2. SEO (Search Engine Optimization) B. Online performance tracking tool 3. Google Analytics C. Strengths, Weaknesses, Opportunities, Threats 4. CRM (Customer Relationship Management) D. Improves website visibility in search engines 5. E-Strategy E. Manages customer interactions and loyalty	I	CO2
1M-2	Match the following 1. Customer A. Ease of access to products and services 2. Cost B. Two-way interaction and engagement with the buyer 3. Convenience C. Understanding needs and creating value 4. Communication D. Total expense including time, delivery, and effort	I	CO2

1M-3	Match the following 1. Customer A. Understanding needs and creating value 2. Cost B. Total expense for customer (money, time, effort) 3. Convenience C. Anytime, anywhere access to products/services 4. Communication D. Two-way interaction with customers	I	CO2
1M-4	Match the following 1. Simulation A. Modeling real-world processes in a virtual form 2. Virtual Shopping Experience B. Simulated customer journey for better UX 3. Load Testing C. Simulating traffic to test website performance 4. A/B Testing D. Comparing versions to optimize conversions 5. Predictive Analysis E. Forecasting future trends using simulations	I	CO2
1M-5	Match the following 1. Organic Traffic A. Traffic from paid advertisements 2. Paid Traffic B. Traffic from search engines without payment 3. Referral Traffic C. Visitors clicking links from other websites 4. Bounce Rate D. Users leaving after viewing only one page 5. Google Analytics E. Tool to monitor and analyze web traffic 6. Direct Traffic F. Users typing the URL directly into the browser	I	CO2

5-MARKSQUESTIONS

1.	Briefly Explain Strategic Methods for developing E-commerce?(Remembering)	II	CO2
2.	Explain briefly about Four C's?(Remembering)	II	CO2
3.	What is Convergence? What are technical advances in Convergence(Evaluating)	II	CO2
4.	Explain about Convergence and its implications?(Remembering)	II	CO2
5.	Explain about Collaborative product Development?(Remembering)	II	CO2
6.	Explain about security in collaborative product development (Remembering)	II	CO2
7.	Explain about authorizing tools and content management(Remembering)	II	CO2
8.	Explain about Web Traffic? (Remembering)	II	CO2
9.	Explain about technological Convergence? (Remembering)	II	CO2
10.	Explain about a)Content-Partnership b)Repositories c)Providers(Remembering)	II	CO2
11.	Explain the role of Call Center in E-Commerce? (Analyzing)	II	CO2
12.	Explain the importance of E-Strategy in E-Commerce?(Understanding)	II	CO2
13.	Explain the concept of CAD in Collaborative Computing?(Analyzing)	II	CO2
14.	Describe the role of Simulation in Collaborative Computing?(Understanding)	III	CO2
15.	Describe the implications of Convergence on E-Commerce?(Analyzing)	II	CO2

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UNIT-3 TRAFFIC MANAGEMENT			
S.no	Multiple choice Questions	BT Level	Course Outcome
3C-1	What is the main purpose of a Content Marketing Call Center? a) Handling technical support b) Promoting products through content-driven communication c) Processing payments d) Manufacturing products	I	CO3
3C-2	Customer Premises Equipment (CPE) includes: a) Cloud servers only b) Telephones, routers, and modems c) Marketing scripts d) CRM software	I	CO3
3C-3	Supply Chain Planning Tools help mainly with: a) Customer service calls b) Forecasting demand and scheduling production c) Payment processing d) Marketing automation	I	CO3

3C-4	E-logistics improves logistics by using: a) Manual inventory checks b) Internet and IT technologies c) Paper-based documentation d) Postal services	I	CO3
3C-5	Which of the following is NOT part of the Supply Chain Execution framework? a) Transportation management b) Order management c) Product design d) Warehouse management	I	CO3
3C-6	One strength of Content Marketing Call Centers is: a) High operational costs b) Personalized communication that increases conversions c) Limited customer interaction d) Dependence on manual paper processes	I	CO4
3C-7	The Supply Chain Portal facilitates: a) Collaboration among supply chain partners b) Customer complaint registration only c) Manufacturing processes d) Packaging of goods	II	CO4
3C-8	The internet's effect on supply chains includes: a) Reducing transparency b) Empowering customers through real-time data c) Eliminating the need for warehouses d) Stopping logistics operations	IV	CO4
3C-9	A Content Marketing Call Center typically uses: a) Paper maps b) Scripted dialogues tailored to marketing goals c) Warehouse management software d) Assembly line tools	II	CO4
3C-10	A key task handled by a Content Marketing Call Center is: a) Lead qualification and nurturing b) Designing products c) Inventory counting d) Freight transport	II	CO4
	Fill in the blanks		

3F-1	A Content Marketing Call Center primarily focuses on _____ to promote products or services.	I	CO3
3F-2	The hardware located on the customer's side that connects to the call center is called _____.	I	CO3
3F-3	_____ tools in supply chain management assist with forecasting demand and scheduling production.	II	CO3
3F-4	The mode of operation in a Content Marketing Call Center typically involves both _____ and outbound calling.	III	CO3
3F-5	The software used to manage warehouse operations and transportation is part of _____ in supply chain execution.	I	CO3
3F-6	A _____ provides a single point of access to supply chain data and collaboration among partners.	II	CO4
3F-7	E-logistics uses _____ and IT technologies to improve logistics activities like warehousing and transportation.	I	CO4
3F-8	One of the weaknesses of a Content Marketing Call Center is the risk of _____ due to cold calls.	II	CO4
3F-9	The SCE framework includes order management, inventory management, and _____ management.	III	CO4
3F-10	The internet has increased _____ in supply chains by enabling real-time tracking and data sharing.	IV	CO4
	Match the following		
3M-1	Match the following 1. Content Marketing Call Centre a) Equipment like phones and routers at customer location. 2. Customer Premises Equipment (CPE) b).Uses calls to promote products and educate customer 3. Supply Chain Portal c) Software for demand forecasting and production planning 4. Supply Chain Planning Tools (SCP Tools) d) Online platform for supply chain collaboration	I	CO3

3M-2	Match the following - Supply Chain Execution (SCE) a) Uses internet and IT to optimize logistics processes - E-logistics b) Includes order, inventory, transportation, and warehouse management. - Internet's effect on supply chain power c) Personalized customer interaction improves conversion rates. - Strength of Call Center d) Increases transparency and customer empowerment	II	CO3
3M-3	Match the following - Lead Qualification a) Calls initiated by agents to promote products or gather feedback - Warehouse Management System (WMS) b) Software for planning and managing transportation logistics - Outbound Calls in Call Centre c) Process of verifying and nurturing potential customers - Transportation Management System (TMS) d) Software for managing warehouse operations	I	CO3
3M-4	Match the following - Inbound Calls d) Removing intermediaries from the supply chain - Call Recording Software b) Forecasting customer demand in supply chain - Demand Planning c) Tool used to record customer-agent conversations - Disintermediation d) Calls received by call center from customers	IV	CO4

3M-5	Match the following a) Building relationships with potential customers 1. Multichannel Communication b) Using phone, email, SMS, and chat in call centers 2. Lead Nurturing c) Managing workforce productivity in supply chain execution 3. Supply Chain Visibility d) Real-time tracking and monitoring of supply chain 4. Labor Management in SCE	II	CO4
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5-MARKS QUESTIONS

1.	What is a Content Marketing Call Centre?	I	CO3
2.	Why is a Content Marketing Call Centre needed?	II	CO3
3.	Name two tasks handled by a Content Marketing Call Centre.	II	CO3
4.	Describe the mode of operation of Content Marketing Call Centers.	IV	CO3
5.	What types of equipment are essential for a Content Marketing Call Centre and why?	V	CO3
6.	Discuss the strengths of Content Marketing Call Centers.	II	CO3
7.	What are the weaknesses or challenges faced by Content Marketing Call Centers?	II	CO3
8.	Explain what Customer Premises Equipment (CPE) is and its role in call centers.	II	CO4
9.	Define e-logistics and describe its benefits in supply chain management.	II	CO4
10.	What is a Supply Chain Portal and how does it facilitate supply chain collaboration?	II	CO4
11.	Describe the purpose and functions of Supply Chain Planning (SCP) Tools.	II	CO4
12.	Explain Supply Chain Execution (SCE) and its importance in SCM.	V	CO4
13.	Detail the components of the SCE framework and their functions.	IV	CO4
14.	Discuss the effects of the internet on supply chain power dynamics.	III	CO4
15.	How does integrating IT and internet technologies improve supply chain efficiency and transparency?	V	CO4

	SRIINDUCOLLEGE OF ENG & TECH QUESTION BANK			(Regulation: R22)
	(Regulation: R22)			Prepared on Rev1:
	Department of Computer science & Engineering (AIML, CS)			
	Sub.Code & Title	R22INF3234 & E-COMMERCE		
	Academic Year: 2025-26	Year/Sem.	IV/I	
Faculty Name & Designation	Mrs. CH. VIJAYASHANTHI / A. NARESH / ASSISTANT PROFESSOR			

QUESTION BANK WITH BLOOMS TAXONOMY LEVEL (BTL)

(1.Remembering 2.Understanding 3.Applying 4.Analyzing 5.Evaluating 6.Creating)

UNIT-4 E-PAYMENT MECHANISM			
S.no	Multiple choice Questions	BT Level	Course Outcome

1C-1	Which of the following is NOT an electronic payment method? E-Cash E-Cheque Debit Card Cash on Delivery	I	CO5
1C-2	What does an e-cheque require to function? Digital wallet Physical signature Digital signature OTP verification	II	CO5
1C-3	E-Cash is primarily used for: Offline transactions High-value payments Anonymous digital transactions International cheque transfers	II	CO5

1C-4	The cart system in e-commerce is used to: Store payment data Display shipping information Hold selected items before checkout Connect to the payment gateway	II	CO5
1C-5	Which of the following is a key benefit of e-payments systems? Long transaction time Manual processing	II	CO5

	24/7 availability Higher shipping costs		
1C-6	Which of these is an example of E-Payment? Bank draft Cash NEFT Physical cheque	I	CO5
1C-7	Which payment system offers anonymity and can be used like cash? Debit Card Credit Card E-Cash Net Banking	II	CO5
1C-8	What is required for a successful online card payment? Customer's home address Bank account number only Card number, expiry date, and CVV Cheque number	I	CO5
1C-9	What does OTP stand for in the context of online payments? Online Transaction Portal One-Time Password Optional Transfer Payment Order Tracking Process	I	CO5

1C-10	Which of the following is used to ensure security in e-payment? Firewall Cashbox Barcode scanner Router	II	CO5
1C-11	Which of the following is NOT a type of e-payment? Net banking Mobile payment Postal order Crypto currency	I	CO5
1C-12	Which type of e-payment system is best for anonymous small-value transactions? E-cheque E-cash Credit card Bank draft	II	CO5
1C-13	What is the role of encryption in e-payment? To speed up transactions To protect sensitive payment information To calculate taxes To increase transaction fees	II	CO5
1C-14	Which of these is an example of digital signature use in e-payments? Verifying the sender of an electronic cheque Displaying product details Sending shipping notifications Logging into an email account	II	CO5

1C-15	Which of the following is a drawback of e-payments systems? Convenience Risk of hacking 24/7 availability Faster processing	II	CO5
	Fill in the blanks		
1F-1	_____ is a digital version of traditional cash transactions.	I	CO5
1F-2	The process of transferring money electronically over the internet is called ____.	I	CO5
1F-3	An electronic version of a paper cheque is known as an _____.	I	CO5
1F-4	The ____ system allows customers to select and hold products before making payment.	II	CO5
1F-5	The full form of EFT is _____.	I	CO5
1F-6	The ____ is a software application that processes online payment transactions securely.	II	CO5
1F-7	This security protocol commonly used to secure online payments is ____.	I	CO5
1F-8	A unique code sent to the user's mobile phone for transaction verification is called _____.	I	CO5
1F-9	_____ is the process of converting sensitive information into an unreadable form during e-payment.	II	CO5
1F-10	The acronym CVV in card payments stands for _____.	I	CO5
1F-11	In e-payment, _____ ensure that the transaction is genuine and protects against fraud.	II	CO5
1F-12	The electronic fund transfer system abbreviated as _____ is commonly used for online bank payments.	I	CO5
1F-13	Two-factor authentication involves using a password and _____ to verify a transaction.	II	CO5
1F-14	The process of confirming the identity of a user before allowing a transaction is called _____.	I	CO5
1F-15	_____ cards allow users to spend money by borrowing up to a certain limit.	I	CO5

1F-16	_____ cards deduct money directly from the user's bank account during payment.	I	CO5
1F-17	The ____ help stop prevent unauthorized access by filtering incoming and outgoing traffic.	II	CO5
1F-18	A ____ system stores the details of items selected by a customer before checkout.	II	CO5
1F-19	The term _____ means the transfer of money from one bank account to another electronically.	I	CO5
1F-20	A _____ is a secure electronic document that confirms the identity of the user during a transaction.	II	CO5

	Match the following														
1M-1	Match the following <table><tr><td>A</td><td>B</td></tr><tr><td>1. E-Cheque</td><td>a. Digital currency</td></tr><tr><td>2. E-Cash</td><td>b. Online card payment</td></tr><tr><td>3. Cart System</td><td>c. Electronic cheque</td></tr><tr><td>4. E-Payment</td><td>d. Online shopping tool</td></tr><tr><td>5. Debit/Credit Card</td><td>e. Internet-based payment</td></tr></table>	A	B	1. E-Cheque	a. Digital currency	2. E-Cash	b. Online card payment	3. Cart System	c. Electronic cheque	4. E-Payment	d. Online shopping tool	5. Debit/Credit Card	e. Internet-based payment	I	CO5
A	B														
1. E-Cheque	a. Digital currency														
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5. Debit/Credit Card	e. Internet-based payment														
1M-2	Match the following <table><tr><td>A</td><td>B</td></tr><tr><td>E-Cheque</td><td>a. Shopping cart management</td></tr><tr><td>E-Cash</td><td>b. Payment using internet</td></tr><tr><td>E-Payment</td><td>c. Encrypted transaction method</td></tr><tr><td>Card System</td><td>d. Virtual money</td></tr><tr><td>Cart System</td><td>e. Digital version of cheque</td></tr></table>	A	B	E-Cheque	a. Shopping cart management	E-Cash	b. Payment using internet	E-Payment	c. Encrypted transaction method	Card System	d. Virtual money	Cart System	e. Digital version of cheque	I	CO5
A	B														
E-Cheque	a. Shopping cart management														
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Cart System	e. Digital version of cheque														
1M-3	<table><tr><td>Column A</td><td>Column B</td></tr><tr><td>E-Payment</td><td>a. Electronic version of paper cheques</td></tr><tr><td>Card Payment System</td><td>b. Requires internet banking or mobile wallet</td></tr><tr><td>E-Cheque</td><td>c. Fast, cashless transactions system</td></tr><tr><td>E-Cash</td><td>d. Magnetic stripe or chip-based payment</td></tr><tr><td>Online Payment Gateway</td><td>e. Internet-based transfer of digital money</td></tr></table>	Column A	Column B	E-Payment	a. Electronic version of paper cheques	Card Payment System	b. Requires internet banking or mobile wallet	E-Cheque	c. Fast, cashless transactions system	E-Cash	d. Magnetic stripe or chip-based payment	Online Payment Gateway	e. Internet-based transfer of digital money	II	CO5
Column A	Column B														
E-Payment	a. Electronic version of paper cheques														
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E-Cheque	c. Fast, cashless transactions system														
E-Cash	d. Magnetic stripe or chip-based payment														
Online Payment Gateway	e. Internet-based transfer of digital money														

1M-4	Column A Column B DebitCard a.Apaymentmethodwherefundsareimmediatelydeductedfro bank account DigitalWallet b.Softwareapplicationtostorepaymentinfoandmake online transactions E-PaymentThreats c.Fraud,phishing,malwareattacks Two-factor d.Extrasecuritystepinvolvingtwoverificationmethods Authentication Payment Gateway e.Servicethat authorizespaymentsfore-commerce	II m	CO5
1M-5	Column A ColumnB SSL(SecureSocketLayer)a.Protocolforencryptingdataovertheinternet Tokenization b.Replacingsensitivedatawithuniqueidentification E-Moneyc.Digitalrepresentationofcurrency Chargebackd.Reversalofa transactionbyacardholder PCIDSSe.Securitystandardfororganizationshandlingcarddata	I	CO5
1M-6	Column A Column B MobilePayment a.Transactionsdoneusingsmartphonesor tablets DigitalSignature b.Electronicmethodtoverifytheauthenticityofamessageor document FraudDetection c.Techniquesusedtoidentifyunauthorized transactions Biometric d.Securitymethodusingfingerprintorfacialrecognition Authentication Encryption e.Convertingdataintounreadableformforsecurity	II	CO5
5-MARKSQUESTIONS			
1.	DefineE-Payment.Explainitsimportanceinmodern electroniccommerce.	I	CO5
2.	Describethedifferenttypesofpaymentmethodsincludingcardsystems,e-cash,ande- cheques	I	CO5
3.	Explain theprocessofpaymentthroughcreditanddebitcardsinonlinetransactions.	III	CO5

4.	What are the key features of e-cash? How does it ensure anonymity and security?	II	CO5
5.	List and explain common security threats faced by e-payments systems.	II	CO5
6.	How do encryption techniques like DES and RSA help secure e-payment transactions?	III	CO5
7.	Discuss the role of firewalls and cryptography in protecting electronic payment data.	IV	CO5
8.	What is a payment gateway? Describe its role in facilitating e-payments.	I	CO5
9.	Explain the concept and benefits of two-factor authentication in e-payment security.	II	CO5
10.	How do digital certificates and digital signatures work to ensure secure online payments?	III	CO5
11.	Describe the threats of phishing and identity theft in the context of e-payments systems and ways to prevent them.	IV	CO5
12.	Discuss the challenges in implementing e-payment mechanisms for businesses and consumers.	IV	CO5
13.	Explain the concept of tokenization and its benefits in securing payment information.	II	CO5
14.	Describe the differences between online and offline e-payment methods with examples.		CO5
15.	How does mobile payment technology work? What are its advantages and potential risks?	IV	CO5
16.	What is PCI DSS compliance? Explain why it is important for organizations handling card payments.	I	CO5
17.	Discuss the impact of regulatory policies on the adoption and security of e-payment systems.	IV	CO5
18.	Explain how customer trust and privacy concerns affect the adoption of e-payment technologies.	IV	CO5
19.	Describe the entire workflow of an online e-payment transaction from initiation to settlement.	III	CO5
20.	Discuss the working principle of an electronic cheque (e-cheque) and how it differs from a traditional cheque.	II	CO5

	SRIINDUCOLLEGE OF ENG & TECH QUESTION BANK		(Regulation: R22)
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QUESTION BANK WITH BLOOMS TAXONOMY LEVEL (BTL)

(1.Remembering 2. Understanding 3. Applying 4. Analyzing 5. Evaluating 6. Creating)

UNIT-5 ELECTRONIC DATA INTERCHANGE (EDI)			
S.no	Multiple choice Questions	BT Level	Course Outcome
1C-1	EDI stands for: Electronic Data Integration Electronic Document Interchange Electronic Data Interchange Electronic Delivery Interface	I	CO6
1C-2	The primary purpose of EDI is to: Encrypt messages Replace traditional paper-based documents Store web pages Generate reports	II	CO6
1C-3	Which of the following is a U.S.-based EDI standard? EDIFACT	I	CO6

	ANSIX.12		
	XML		
	ISO20022		

1C-4	UN/EDIFACT is developed by: USA ISO United Nations IEEE	I	CO6
1C-5	Which component translates internal business data to EDI format? Web Server Database EDI Translator Firewall	I	CO6
1C-6	GTDI stands for: General Trade Data Information Global Trade Data Interchange Government Transaction Data Interface General Telecom Data Integration	I	CO6
1C-7	Which of the following is not a benefit of EDI? Reduced paperwork Slower communication Fewer errors Faster transactions	II	CO6

1C-8	A Value Added Network (VAN) is used in EDI to: Translated data Physically deliver goods Transmit EDI messages Encrypt messages	II	CO6
1C-9	The process of aligning EDI data fields to internal systems is called: Validation Mapping Authentication Compression	I	CO6

1C-10	Which of the following is commonly used for EDI communication over the internet? HTTP AS2 FTP SMTP	I	CO6
1C-11	Which of the following is a symmetric key encryption algorithm? RSA ECC DES DSA	I	CO6

1C-12	Which encryption method uses two different keys? Symmetric Asymmetric Stream Cipher Hashing	I	CO6
1C-13	RSA is named after: Research Secure Algorithm Rivest, Shamir, and Adleman Random Security Architecture Real Secure Application	I	CO6
1C-14	Which of the following ensures message integrity and origin verification? Firewall Digital Certificate Digital Signature VPN	II	CO6

1C-15	A Digital Certificate is issued by: Web Server Database Certificate Authority (CA) Firewall	I	CO6
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1C-16	Firewalls are used to: Store documents Monitor and control network traffic Encrypt messages Translate EDI data	II	CO6
1C-17	Non-repudiation ensures that: Data is never deleted A sender cannot deny having sent a message Only intended users can access data Passwords are stored securely	II	CO6
1C-18	Which of the following is used to verify user identity in E-Commerce? Firewall Digital Signature Authentication system Hashing	I	CO6
1C-19	Which security risk involves tricking users to reveal sensitive data? Phishing DDoS Spyware Keylogging	I	CO6
1C-20	Key management in cryptography deals with: Blocking malware Protecting passwords Generating, distributing, and storing encryption keys Encoding video content	II	CO6
	Fill in the blanks		CO6
1F-1	EDI stands for _____.	I	CO6

1F-2	EDI allows the _____exchangeofbusinessdocumentsinastandard electronic format.	II	CO6
1F-3	Onemajor benefitofEDI is reduced __andimproved _____.	II	CO6
1F-4	EDI helps reduce _____errorsindata entry.	I	CO6
1F-5	Thetwo common EDI standards are _and ____.	I	CO6
1F-6	UN/EDIFACTis aninternational EDIstandarddevelopedby__.	I	CO6
1F-7	ANSI X.12 is mainly used in _(country).	I	CO6
1F-8	_____and ____areexamples ofEDIprotocols.	I	CO6
1F-9	The full form of GTDI is _____.	I	CO6
1F-10	An ____modelrepresentssthe wayEDItransactionsareprocessed between systems.	II	CO6
1F-11	DatasecurityinE-Commerceinvolvesthree mainaspects:confidentiality, _____,andavailability.	I	CO6
1F-12	DES and RSA are examples of _____algorithmsusedinEDIforsecure communication.	I	CO6
1F-13	RSA stands for _____.	I	CO6
1F-14	A _____isusedtoprotectanetworkbycontrollingincomingandoutgoing traffic.	II	CO6
1F-15	_____convertsplaintextintoanunreadableformatforunauthorizedusers.	II	CO6
1F-16	In E-Commerce, _____referstopotentialthreatsorweaknessesinthe system.	II	CO6
1F-17	A _____isatrustedthirdpartythatissuesdigitalcertificates.	I	CO6
1F-18	_____ensurethatthesenderofamessagecannotdenyhavingsent it.	II	CO6
1F-19	A _____isatypeofelectroniccredentialthatverifiestheidentityofa party.	II	CO6
1F-20	_____systemsarethefirstlineofdefenseinsecuringuseraccounts inE-Commerce.	II	CO6

	Matchthe following		
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1M-1	Match the following <table><tr><th>A</th><th>B</th></tr><tr><td>ANSIX. 12</td><td>1. U. S. -based EDI standard</td></tr><tr><td>UN/EDIFACT</td><td>2. International EDI standard</td></tr><tr><td>GTDI</td><td>3. Global Trade Data Interchange</td></tr><tr><td>XML</td><td>4. Extensible Markup Language</td></tr><tr><td>EDIFACT</td><td>5. United Nations EDI standard</td></tr></table>	A	B	ANSIX. 12	1. U. S. -based EDI standard	UN/EDIFACT	2. International EDI standard	GTDI	3. Global Trade Data Interchange	XML	4. Extensible Markup Language	EDIFACT	5. United Nations EDI standard	I	CO6
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1M-2	Match the follow ing <table><tr><td>a. DES</td><td>1. Symmetric key algorithm</td></tr><tr><td>b. RSA</td><td>2. Asymmetric key algorithm</td></tr><tr><td>c. AES</td><td>3. Advanced Encryption Standard</td></tr><tr><td>d. SHA-256</td><td>4. Secure hashing algorithm</td></tr><tr><td>e. Diffie-Hellman</td><td>5. Key exchange protocol</td></tr></table>	a. DES	1. Symmetric key algorithm	b. RSA	2. Asymmetric key algorithm	c. AES	3. Advanced Encryption Standard	d. SHA-256	4. Secure hashing algorithm	e. Diffie-Hellman	5. Key exchange protocol	I	CO6		
a. DES	1. Symmetric key algorithm														
b. RSA	2. Asymmetric key algorithm														
c. AES	3. Advanced Encryption Standard														
d. SHA-256	4. Secure hashing algorithm														
e. Diffie-Hellman	5. Key exchange protocol														
1M-3	Match the following <table><tr><th>Column A</th><th>Column B</th></tr><tr><td>Firewall</td><td>1. Filters network traffic</td></tr><tr><td>Digital Signature</td><td>2. Validates message authenticity</td></tr><tr><td>Password System</td><td>3. Protects user accounts</td></tr><tr><td>VPN</td><td>4. Secures remote network access</td></tr><tr><td>Antivirus</td><td>5. Detects and removes malware</td></tr></table>	Column A	Column B	Firewall	1. Filters network traffic	Digital Signature	2. Validates message authenticity	Password System	3. Protects user accounts	VPN	4. Secures remote network access	Antivirus	5. Detects and removes malware	II	CO6
Column A	Column B														
Firewall	1. Filters network traffic														
Digital Signature	2. Validates message authenticity														
Password System	3. Protects user accounts														
VPN	4. Secures remote network access														
Antivirus	5. Detects and removes malware														
1M-4	Match the following <table><tr><th>Column A</th><th>Column B</th></tr><tr><td>EDI Translator</td><td>1. Converts data to/from EDI formats</td></tr><tr><td>Communication Network</td><td>2. Transfers data between partners</td></tr><tr><td>Application Software</td><td>3. Creates and processes business data</td></tr></table>	Column A	Column B	EDI Translator	1. Converts data to/from EDI formats	Communication Network	2. Transfers data between partners	Application Software	3. Creates and processes business data	II	CO6				
Column A	Column B														
EDI Translator	1. Converts data to/from EDI formats														
Communication Network	2. Transfers data between partners														
Application Software	3. Creates and processes business data														

	Security System 4.Ensuresdataconfidentiality and integrity		
	Data Mapping Tools 5.Matchesdatafieldsbetweensystems		

1M-5	Matchthefollowing		
	ColumnA ColumnB		
	Confidentiality 1.Ensuresinformationisaccessedonlybyauthorizedusers		
	Integrity 2.Ensuresdataisaccurateand unchanged		
	Authentication 3.Verifiesidentityofusersorsystems	II	CO6
	Non-repudiation 4.Preventsdenialofsending/receivingmessage		
	Availability 5.Ensuressystemsanddata are accessible whenneeded		

5-MARKSQUESTIONS

1.	Explain theconceptofElectronicDataInterchange(EDI)andits significanceinmodern business	II	CO6
2.	Discussthekeybenefits ofusingEDIinsupplychainmanagement.	II	CO6
3.	Describethe main componentsofan EDIsystemand theirfunctions.	II	CO6
4.	CompareandcontrastANSIX.12andUN/EDIFACTEDIstandards.	IV	CO6
5.	ExplaintheroleofEDItranslatorsanddatamappingintheEDIprocess.	II	CO6
6.	Discuss the different types of communication networks used in EDI, suchas VANand Internet-based protocols.	II	CO6
7.	WhatarethecommonEDIprotocols?Describetheirimportance.	II	CO6
8.	ExplainhowfirewallsfunctionandtheirroleinprotectingE-Commercesystems.	II	CO6
9.	Discussthedifferencebetweensymmetricandasymmetricencryptionwithsuitable examples.	IV	CO6
10.	Definedigitalsignaturesanddigitalcertificates.Howdotheyenhancesecurity inE- Commerce?	II	CO6
11.	WhatisaCertificateAuthority(CA)?Explainitsroleindigitalcertificateissuance.	II	CO6
12.	DescribethemajorsecuritythreatsinE-CommerceandEDI environments.	I	CO6

13.	Explain how firewalls function and their role in protecting E-Commerce systems.	II	CO6
14.	Discuss the importance of cryptography in ensuring confidentiality, integrity, and authentication.	II	CO6
15.	Describe password systems and their role in securing user access in E-Commerce platforms.	II	CO6
16.	Explain the concept of non-repudiation and how it is implemented using digital signatures.	IV	CO6
17.	What are the challenges faced in key management within cryptographic systems? How are these challenges addressed?	V	CO6
18.	Describe how risk assessment is performed in E-Commerce security.	II	CO6
19.	Discuss the impact of EDI on business processes and organizational efficiency.	IV	CO6
20.	Explain how EDI supports real-time data exchange and improves decision-making in businesses.	II	CO6

	SRI INDU COLLEGE OF ENGG &TECH QUESTION BANK			(Regulation:R22)
	(Regulation:R22)			PreparedonRev1:
	Department of Computer science & Engineering(AI ML,CS)			
	Sub.Code&Title	R22INF3234 & E-COMMERCE		
	AcademicYear:2024-25	Year/Sem.	IV/I	
Faculty Name &Designation		Mrs. CH.VIJAYASHANTHI /ASSISTANT PROFESSOR		

QUESTION BANK WITH BLOOMS TAXONOMY LEVEL (BTL)

(1.Remembering 2.Understanding 3.Applying 4.Analyzing 5.Evaluating 6.Creating)

UNIT-4 E-PAYMENT MECHANISM			
S.no	MultiplechoiceQuestions	BT Level	Course Outcome
1C-1	Which of the following is NOT an electronic payment method? a) E-Cash b) E-Cheque c) Debit Card d) Cash on Delivery	I	CO5
1C-2	What does an e-cheque require to function? a) Digital wallet b) Physical signature c) Digital signature d) OTP verification	II	CO5
1C-3	E-Cash is primarily used for: a) Offline transactions b) High-value payments c) Anonymous digital transactions d) International cheque transfers	II	CO5
1C-4	The cart system in e-commerce is used to: a) Store payment data b) Display shipping information c) Hold selected items before checkout d) Connect to the payment gateway	II	CO5
1C-5	Which of the following is a key benefit of e-payment systems? a) Long transaction time b) Manual processing c) 24/7 availability d) Higher shipping costs	II	CO5

1C-6	Which of these is an example of E-Payment? a) Bank draft b) Cash c) NEFT d) Physical cheque	I	CO5
1C-7	Which payment system offers anonymity and can be used like cash? a) Debit Card b) Credit Card c) E-Cash d) Net Banking	II	CO5
1C-8	What is required for a successful online card payment? a) Customer's home address b) Bank account number only c) Card number, expiry date, and CVV d) Cheque number	I	CO5
1C-9	What does OTP stand for in the context of online payments? a) Online Transaction Portal b) One-Time Password c) Optional Transfer Payment d) Order Tracking Process	I	CO5
1C-10	Which of the following is used to ensure security in e-payment? a) Firewall b) Cash box c) Barcode scanner d) Router	II	CO5
1C-11	Which of the following is NOT a type of e-payment? a) Net banking b) Mobile payment c) Postal order d) Crypto currency	I	CO5
1C-12	Which type of e-payment system is best for anonymous small-value transactions? a) E-cheque b) E-cash c) Credit card d) Bank draft	II	CO5
1C-13	What is the role of encryption in e-payment? a) To speed up transactions b) To protect sensitive payment information c) To calculate taxes d) To increase transaction fees	II	CO5
1C-14	Which of these is an example of digital signature use in e-payments? a) Verifying the sender of an electronic cheque b) Displaying product details c) Sending shipping notifications d) Logging into an email account	II	CO5

1C-15	Which of the following is a drawback of e-payment systems? a) Convenience b) Risk of hacking c) 24/7 availability d) Faster processing	II	CO5
	Fill in the blanks		
1F-1	_____ is a digital version of traditional cash transactions.	I	CO5
1F-2	The process of transferring money electronically over the internet is called _____.	I	CO5
1F-3	An electronic version of a paper cheque is known as an _____.	I	CO5
1F-4	The _____ system allows customers to select and hold products before making payment.	II	CO5
1F-5	The full form of EFT is _____.	I	CO5
1F-6	The _____ is a software application that processes online payment transactions securely.	II	CO5
1F-7	The security protocol commonly used to secure online payments is _____.	I	CO5
1F-8	A unique code sent to the user's mobile phone for transaction verification is called _____.	I	CO5
1F-9	_____ is the process of converting sensitive information into an unreadable form during e-payment.	II	CO5
1F-10	The acronym CVV in card payments stands for _____.	I	CO5
1F-11	In e-payment, _____ ensures that the transaction is genuine and protects against fraud.	II	CO5
1F-12	The electronic fund transfer system abbreviated as _____ is commonly used for online bank payments.	I	CO5
1F-13	Two-factor authentication involves using a password and _____ to verify a transaction.	II	CO5
1F-14	The process of confirming the identity of a user before allowing a transaction is called _____.	I	CO5
1F-15	_____ cards allow users to spend money by borrowing up to a certain limit.	I	CO5
1F-16	_____ cards deduct money directly from the user's bank account during payment.	I	CO5
1F-17	The _____ helps to prevent unauthorized access by filtering incoming and outgoing traffic.	II	CO5
1F-18	A _____ system stores the details of items selected by a customer before checkout.	II	CO5
1F-19	The term _____ means the transfer of money from one bank account to another electronically.	I	CO5

1F-20	A _____ is a secure electronic document that confirms the identity of the user during a transaction.	II	CO5												
	Match the following														
1M-1	Match the following <table><tr><td>A</td><td>B</td></tr><tr><td>1. E-Cheque</td><td>a. Digital currency</td></tr><tr><td>2. E-Cash</td><td>b. Online card payment</td></tr><tr><td>3. Cart System</td><td>c. Electronic cheque</td></tr><tr><td>4. E-Payment</td><td>d. Online shopping tool</td></tr><tr><td>5. Debit/Credit Card</td><td>e. Internet-based payment</td></tr></table>	A	B	1. E-Cheque	a. Digital currency	2. E-Cash	b. Online card payment	3. Cart System	c. Electronic cheque	4. E-Payment	d. Online shopping tool	5. Debit/Credit Card	e. Internet-based payment	I	CO5
A	B														
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1M-4	<table><tr><td>Column A</td><td>Column B</td></tr><tr><td>1. Debit Card</td><td>a. A payment method where funds are immediately deducted from bank account</td></tr><tr><td>2. Digital Wallet</td><td>b. Software application to store payment info and make online transactions</td></tr><tr><td>3. E-Payment Threats</td><td>c. Fraud, phishing, malware attacks</td></tr><tr><td>4. Two-factor Authentication</td><td>d. Extra security step involving two verification methods</td></tr><tr><td>5. Payment Gateway</td><td>e. Service that authorizes payments for e-commerce</td></tr></table>	Column A	Column B	1. Debit Card	a. A payment method where funds are immediately deducted from bank account	2. Digital Wallet	b. Software application to store payment info and make online transactions	3. E-Payment Threats	c. Fraud, phishing, malware attacks	4. Two-factor Authentication	d. Extra security step involving two verification methods	5. Payment Gateway	e. Service that authorizes payments for e-commerce	II	CO5
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4. Two-factor Authentication	d. Extra security step involving two verification methods														
5. Payment Gateway	e. Service that authorizes payments for e-commerce														

1M-5	Column A Column B		I	CO5
	1. SSL (Secure Socket Layer) a. Protocol for encrypting data over the internet			
	2. Tokenization b. Replacing sensitive data with unique identification			
	3. E-Money c. Digital representation of currency			
	4. Chargeback d. Reversal of a transaction by a cardholder			
	5. PCI DSS e. Security standard for organizations handling card data			
1M-6	Column A	Column B	II	CO5
	1. Mobile Payment	a. Transactions done using smartphones or tablets		
	2. Digital Signature	b. Electronic method to verify the authenticity of a message or document		
	3. Fraud Detection	c. Techniques used to identify unauthorized transactions		
	4. Biometric Authentication	d. Security method using fingerprint or facial recognition		
	5. Encryption	e. Converting data into unreadable form for security		

5-MARKS QUESTIONS

1.	Define E-Payment. Explain its importance in modern electronic commerce.	I	CO5
2.	Describe the various types of e-payment methods including card systems, e-cash, and e-cheques	I	CO5
3.	Explain the process of payment through credit and debit cards in online transactions.	III	CO5
4.	What are the key features of e-cash? How does it ensure anonymity and security?	II	CO5
5.	List and explain common security threats faced by e-payment systems.	II	CO5
6.	How do encryption techniques like DES and RSA help secure e-payment transactions?	III	CO5
7.	Discuss the role of firewalls and cryptography in protecting electronic payment data.	IV	CO5
8.	What is a payment gateway? Describe its role in facilitating e-payments.	I	CO5
9.	Explain the concept and benefits of two-factor authentication in e-payment security.	II	CO5
10.	How do digital certificates and digital signatures work to ensure secure online payments?	III	CO5
11.	Describe the threats of phishing and identity theft in the context of e-payment systems and ways to prevent them.	IV	CO5
12.	Discuss the challenges in implementing e-payment mechanisms for businesses and consumers.	IV	CO5
13.	Explain the concept of tokenization and its benefits in securing payment information.	II	CO5
14.	Describe the differences between online and offline e-payment methods with examples.		CO5

15.	How does mobile payment technology work? What are its advantages and potential risks?	IV	CO5
16.	What is PCI DSS compliance? Explain why it is important for organizations handling card payments.	I	CO5
17.	Discuss the impact of regulatory policies on the adoption and security of e-payment systems.	IV	CO5
18.	Explain how customer trust and privacy concerns affect the adoption of e-payment technologies.	IV	CO5
19.	Describe the entire workflow of an online e-payment transaction from initiation to settlement.	III	CO5
20.	Discuss the working principle of an electronic cheque (e-cheque) and how it differs from a traditional cheque.	II	CO5

	SRI INDU COLLEGE OF ENGG &TECH QUESTION BANK		(Regulation:R22)	
	(Regulation:R22)		PreparedonRev1:	
	Department of Computer science & Engineering(AI ML,CS)			
	Sub.Code&Title	R22INF3234 & E-COMMERCE		
	AcademicYear:2025-26	Year/Sem.	IV/I	
Faculty Name &Designation		Mrs. CH.VIJAYASHANTHI/ASSISTANT PROFESSOR		

QUESTION BANK WITH BLOOMS TAXONOMY LEVEL (BTL)

(1.Remembering 2.Understanding 3.Applying 4.Analyzing 5.Evaluating 6.Creating)

UNIT-5 ELECTRONIC DATA INTERCHANGE(EDI)			
S.no	Multiple choice Questions	BT Level	Course Outcome
1C-1	EDI stands for: A) Electronic Data Integration B) Electronic Document Interchange C) Electronic Data Interchange D) Electronic Delivery Interface	I	CO6
1C-2	The primary purpose of EDI is to: A) Encrypt messages B) Replace traditional paper-based documents C) Store web pages D) Generate reports	II	CO6
1C-3	Which of the following is a U.S.-based EDI standard? A) EDIFACT B) ANSI X.12 C) XML D) ISO 20022	I	CO6
1C-4	UN/EDIFACT is developed by: A) USA B) ISO C) United Nations D) IEEE	I	CO6
1C-5	Which component translates internal business data to EDI format? A) Web Server B) Database C) EDI Translator D) Firewall	I	CO6

1C-6	GTDI stands for: A) General Trade Data Information B) Global Trade Data Interchange C) Government Transaction Data Interface D) General Telecom Data Integration	I	CO6
1C-7	Which of the following is not a benefit of EDI? A) Reduced paperwork B) Slower communication C) Fewer errors D) Faster transactions	II	CO6
1C-8	A Value Added Network (VAN) is used in EDI to: A) Translate data B) Physically deliver goods C) Transmit EDI messages D) Encrypt messages	II	CO6
1C-9	The process of aligning EDI data fields to internal systems is called: A) Validation B) Mapping C) Authentication D) Compression	I	CO6
1C-10	Which of the following is commonly used for EDI communication over the internet? A) HTTP B) AS2 C) FTP D) SMTP	I	CO6
1C-11	Which of the following is a symmetric key encryption algorithm? A) RSA B) ECC C) DES D) DSA	I	CO6
1C-12	Which encryption method uses two different keys? A) Symmetric B) Asymmetric C) Stream Cipher D) Hashing	I	CO6
1C-13	RSA is named after: A) Research Secure Algorithm B) Rivest, Shamir, and Adleman C) Random Security Architecture D) Real Secure Application	I	CO6

1C-14	Which of the following ensures message integrity and origin verification? A) Firewall B) Digital Certificate C) Digital Signature D) VPN	II	CO6
1C-15	A Digital Certificate is issued by: A) Web Server B) Database C) Certificate Authority (CA) D) Firewall	I	CO6
1C-16	Firewalls are used to: A) Store documents B) Monitor and control network traffic C) Encrypt messages D) Translate EDI data	II	CO6
1C-17	Non-repudiation ensures that: A) Data is never deleted B) A sender cannot deny having sent a message C) Only intended users can access data D) Passwords are stored securely	II	CO6
1C-18	Which of the following is used to verify user identity in E-Commerce? A) Firewall B) Digital Signature C) Authentication system D) Hashing	I	CO6
1C-19	Which security risk involves tricking users to reveal sensitive data? A) Phishing B) DDoS C) Spyware D) Keylogging	I	CO6
1C-20	Key management in cryptography deals with: A) Blocking malware B) Protecting passwords C) Generating, distributing, and storing encryption keys D) Encoding video content	II	CO6
	Fill in the blanks		CO6
1F-1	EDI stands for _____.	I	CO6
1F-2	EDI allows the _____ exchange of business documents in a standard electronic format.	II	CO6
1F-3	One major benefit of EDI is reduced _____ and improved _____.	II	CO6
1F-4	EDI helps reduce _____ errors in data entry.	I	CO6

1F-5	The two common EDI standards are _____ and _____.	I	CO6
1F-6	UN/EDIFACT is an international EDI standard developed by _____.	I	CO6
1F-7	ANSI X.12 is mainly used in _____ (country).	I	CO6
1F-8	_____ and _____ are examples of EDI protocols.	I	CO6
1F-9	The full form of GTDI is _____.	I	CO6
1F-10	An _____ model represents the way EDI transactions are processed between systems.	II	CO6
1F-11	Data security in E-Commerce involves three main aspects: confidentiality, _____, and availability.	I	CO6
1F-12	DES and RSA are examples of _____ algorithms used in EDI for secure communication.	I	CO6
1F-13	RSA stands for _____.	I	CO6
1F-14	A _____ is used to protect a network by controlling incoming and outgoing traffic.	II	CO6
1F-15	_____ converts plain text into an unreadable format for unauthorized users.	II	CO6
1F-16	In E-Commerce, _____ refers to potential threats or weaknesses in the system.	II	CO6
1F-17	A _____ is a trusted third party that issues digital certificates.	I	CO6
1F-18	_____ ensure that the sender of a message cannot deny having sent it.	II	CO6
1F-19	A _____ is a type of electronic credential that verifies the identity of a party.	II	CO6
1F-20	_____ systems are the first line of defense in securing user accounts in E-Commerce.	II	CO6
	Match the following		
1M-1	Match the following A B a. ANSI X.12 b. UN/EDIFACT c. GTDI d. XML e. EDIFACT 1. U.S.-based EDI standard 2. International EDI standard 3. Global Trade Data Interchange 4. Extensible Markup Language 5. United Nations EDI standard	I	CO6

1M-2	Match the following <table><tr><td>a. DES</td><td>1. Symmetric key algorithm</td></tr><tr><td>b. RSA</td><td>2. Asymmetric key algorithm</td></tr><tr><td>c. AES</td><td>3. Advanced Encryption Standard</td></tr><tr><td>d. SHA-256</td><td>4. Secure hashing algorithm</td></tr><tr><td>e. Diffie-Hellman</td><td>5. Key exchange protocol</td></tr></table> Bottom of Form	a. DES	1. Symmetric key algorithm	b. RSA	2. Asymmetric key algorithm	c. AES	3. Advanced Encryption Standard	d. SHA-256	4. Secure hashing algorithm	e. Diffie-Hellman	5. Key exchange protocol	I	CO6		
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e. Diffie-Hellman	5. Key exchange protocol														
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Column A	Column B														
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1M-4	Match the following <table><tr><td>Column A</td><td>Column B</td></tr><tr><td>a. EDI Translator</td><td>1. Converts data to/from EDI formats</td></tr><tr><td>b. Communication Network</td><td>2. Transfers data between partners</td></tr><tr><td>c. Application Software</td><td>3. Creates and processes business data</td></tr><tr><td>d. Security System</td><td>4. Ensures data confidentiality and integrity</td></tr><tr><td>e. Data Mapping Tools</td><td>5. Matches data fields between systems</td></tr></table>	Column A	Column B	a. EDI Translator	1. Converts data to/from EDI formats	b. Communication Network	2. Transfers data between partners	c. Application Software	3. Creates and processes business data	d. Security System	4. Ensures data confidentiality and integrity	e. Data Mapping Tools	5. Matches data fields between systems	II	CO6
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c. Application Software	3. Creates and processes business data														
d. Security System	4. Ensures data confidentiality and integrity														
e. Data Mapping Tools	5. Matches data fields between systems														

1M-5	Match the following		
	Column A a. Confidentiality b. Integrity c. Authentication d. Non-repudiation e. Availability	Column B 1. Ensures information is accessed only by authorized users 2. Ensures data is accurate and unchanged 3. Verifies identity of users or systems 4. Prevents denial of sending/receiving message 5. Ensures systems and data are accessible when needed	CO6
		II	

5-MARKS QUESTIONS

1.	Explain the concept of Electronic Data Interchange (EDI) and its significance in modern business	II	CO6
2.	Discuss the key benefits of using EDI in supply chain management.	II	CO6
3.	Describe the main components of an EDI system and their functions.	II	CO6
4.	Compare and contrast ANSI X.12 and UN/EDIFACT EDI standards.	IV	CO6
5.	Explain the role of EDI translators and data mapping in the EDI process.	II	CO6
6.	Discuss the different types of communication networks used in EDI, such as VAN and Internet-based protocols.	II	CO6
7.	What are the common EDI protocols? Describe their importance.	II	CO6
8.	Explain how firewalls function and their role in protecting E-Commerce systems.	II	CO6
9.	Discuss the difference between symmetric and asymmetric encryption with suitable examples.	IV	CO6
10.	Define digital signatures and digital certificates. How do they enhance security in E-Commerce?	II	CO6
11.	What is a Certificate Authority (CA)? Explain its role in digital certificate issuance.	II	CO6
12.	Describe the major security threats in E-Commerce and EDI environments.	I	CO6
13.	Explain how firewalls function and their role in protecting E-Commerce systems.	II	CO6
14.	Discuss the importance of cryptography in ensuring confidentiality, integrity, and authentication.	II	CO6
15.	Describe password systems and their role in securing user access in E-Commerce platforms.	II	CO6
16.	Explain the concept of non-repudiation and how it is implemented using digital signatures.	IV	CO6
17.	What are the challenges faced in key management within cryptographic systems? How are these challenges addressed?	V	CO6
18.	Describe how risk assessment is performed in E-Commerce security.	II	CO6
19.	Discuss the impact of EDI on business processes and organizational efficiency.	IV	CO6
20.	Explain how EDI supports real-time data exchange and improves decision-making in businesses.	II	CO6

SRI INDUCOLLEGE OF ENGINEERING& TECHNOLOGY

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IV B.Tech- I Semester – End Examinations (Model paper)

E-COMMERCE**CSE(AIML,CS)****Duration: 3 Hrs****Max Marks: 60****Section – A**

Answer <u>All</u> the following questions		Marks: 10Qx1M = 10M		
		Marks	Course Outcome	BT Level
1	Explain about advantages and disadvantages of e-commerce?	1	CO1	2
2	Define Internet and intranet?	1	CO1	1
3	What are authorizing tools in Content Management?	1	CO2	1
4	Discuss about Convergence implications?	1	CO2	2
5	Explain strength and weakness of call center?	1	CO3	1
6	What is supply chain portal?	1	CO4	1
7	Write short notes on a)Threat b)Protection?	1	CO5	2
8	Explain about E-marketing?	1	CO5	2
9	Explain about Digital Certificate?	1	CO6	1
10	Define Firewall?	1	CO6	1

Section – B

Answer any <u>FIVE</u> questions choosing at least one from each Unit Marks: 5Qx10M = 50M			
	Marks	Course Outcome	BT Level
UNIT-I			
6. Design the basic architectural elements of e-commerce and explain broad goals of e-commerce ?	10	CO1	2,2
(OR)			
7. Explain about Wireless application protocol and web security?			
UNIT-II			
8. Explain about security in collaborative product development ?	10	CO2	1,2
(OR)			
9. Briefly Explain Strategic Methods for developing E-commerce?			
UNIT – III			
10. Describe the mode of operation of Content Marketing Call Centers?	10	CO3,CO4	4,5
(OR)			
11. How does integrating IT and internet technologies improve supply chain efficiency and transparency?			
UNIT – IV			
12. Explain the process of payment through credit and debit cards in online transactions?	10	CO5	3,4
(OR)			
13. Discuss the challenges in implementing e-payment mechanisms for businesses and consumers?			

UNIT – V 14. Discuss the difference between symmetric and asymmetric encryption with suitable examples? (OR) 15. What are the challenges faced in key management with in cryptographic systems? How are these challenges addressed?	10	CO6	4,5
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**BR20 REGULATION
E-COMMERCE
QUESTION PAPER FOR REFERENCE**

Write Your Ht.No.
Subject Code: R20INF4185

D4



SRIINDU COLLEGE OF ENGINEERING & TECHNOLOGY

(An Autonomous Institution under UGC, New Delhi.) - Recognized under 2(f) and 12(B) of UGC Act 1956.

IV B.Tech I Semester

Model Question Paper
E-COMMERCE

(Common to CSE & Information Technology)

Duration: 3 Hrs

Maximum Marks: 70M

SECTION-A

Answer all the following questions.

(5Qx4M=20M)

1. What are various components of E-Commerce Applications?
2. How EDI is different from E-mail?
3. Compare public –market places and private –market places?
4. Illustrate Types of Electronic Payment System?
5. What is Digital Signatures?

SECTION-B

Answer FIVE questions choosing at least one from each unit

(5Qx10M=50M)

UNIT-I

6. Design the basic architectural elements of e-commerce and explain broad goals of e-commerce?
7. Illustrate Business models of E-commerce?.

UNIT-II

8. What is Convergence ? What are technical advances in Convergence?
9. Explain about authorizing tools and content management?

UNIT-III

10. Explain Supply chain planning tools?
11. Explain about Internet effects on Supply Chain Power?

UNIT-IV

12. Illustrate Types of Electronic Payment System?
13. Explain Information flow with EDI?

UNIT-V

14. Illustrate the Security for E-Commerce?
15. Explain about Digital Signatures?



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Subject-Name: E-COMMERCE

Code No: R20INF4185

Time: 3 Hours

Max Marks: 70

Part-A

(5Q X 4M = 20Marks)

S no	Questions	Marks	BT Level	Course Outcome
1.	What is marketing call center?	(4)	I	CO3
2.	What are authorizing tool in Content Management?	(4)	I	CO2
3.	Explain about advantages and disadvantages of e-commerce?	(4)	I	CO1
4.	Discuss about the Electronic payments Issues?	(4)	II	CO5
5.	What are applications of Digital Signatures?	(4)	I	CO6

Part-B

(5Q X 10M = 50Marks)

S no	Questions	Marks	BT Level	Course Outcome
1.	UNIT-1 6. Discuss various transaction parties? (OR) 7. Design the basic architeural elements of e-commerce and explain broad goal of e-commerce?	(10)	II	CO1
2.	UNIT-2 8. What is convergence and Justify technical advances in Convergence? (OR) 9. Explain about a) Content-Partnership b) Repositories c) Providers	(10)	I, V	CO2
3.	UNIT-3 10. Explain briefly about traffic management ? (OR) 11. What is Content Marketing Call Center and explain strength and weakness of Call Center?	(10)	II	CO3
4.	UNIT-4 12. Discuss about the Electronic payments Issues? (OR) 13. Explain E-Marketing and its Advantages?	(10)	VI	CO5
5.	UNIT-5 14. Illustrate Key management and password Systems? (OR) 15. Explain overview of EDI Model, benefits, Concepts and application?	(10)	I, II	CO3

BR-20

SRI INDU COLLEGE OF ENGINEERING & TECHNOLOGY
IV B.Tech - I Semester - I Mid Term Examination, AUGUST-2024

D4

(R201NF4185) E-COMMERCE

(For CSE, IT, AIML, AIDS, CS, CSIT, DS & IOT)

Duration: 90 Mins

Dt:31-08-2024, Day-3 (FN)

Max Marks: 25M

Section – A

Answer All the questions

* (I-Remembering, II-Understanding, III-Applying, IV-Analyzing, V-Evaluating, and VI-Creating.)

Marks: 5Qx1M = 5M

1. What is web security?
2. What is the difference between B2B and B2C E-Commerce?
3. What is Web Traffic?
4. What is Content Partnership?
5. What is E-Logistics?

<u>Blended Taxonomy Levels</u>	<u>Course Outcomes</u>
I	CO1
I	CO1
I	CO2
I	CO2
I	CO4

Section – B

Answer any FOUR questions

Marks: 4Qx5M = 20M

6. Illustrate Business models of E-commerce.
7. Describe the difference between internet, intranet, and EDI systems in E-Commerce
8. Explain about Collaborative product Development.
9. What is Convergence? What are technical advances in Convergence.
10. Explain the role of Call Center in E-Commerce.
11. Explain about Supply Chain Execution.

I	CO1
I	CO1
I	CO2
V	CO2
I	CO2
I	CO4

BR-20

SRI INDU COLLEGE OF ENGINEERING & TECHNOLOGY

D4

IV B.Tech - I Semester - II Mid Term Examination, November-2024

(R20INF4185) E-COMMERCE

(For CSE, IT, AIML, AIDS, CS, CSIT, DS & IOT)

Duration: 90 Mins

Dt: 13-11-2024, Day-3 (FN)

Max Marks: 25M

Section – A

Answer All the questions

Marks: 5Qx1M = 5M

* (I-Remembering, II-Understanding, III-Appling, IV-Analyzing, V-Evaluating, and VI-Creating.)

Blooms
Taxonomy
Level

1. Define SCE Framework.
2. What is home shopping in E-Marketing?
3. What is electronic marketing in E-Commerce?
4. What is DES in data encryption?
5. Define Digital Signatures.

I	CO4
I	CO5
I	CO5
I	CO6
I	CO6

Section – B

Answer any FOUR questions

Marks: 4Qx5M = 20M

6. Describe the role of Traffic Management in Website Management.
7. Discuss about the Electronic Payments issues.
8. Explain Applications of EDI.
9. Explain Security Standards.
10. Illustrate Key management and password systems.
11. Explain cryptography in E-Commerce.

I	CO4
I	CO5
I	CO5
I	CO6
I	CO6
I	CO6

BR-20

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SRI INDU COLLEGE OF ENGINEERING & TECHNOLOGY

(An Autonomous Institution under UGC, New Delhi) • Recognized under 2(f) and 12(B) of UGC Act 1956

IV B.Tech. I Semester (REG & SUPPL) End Examinations, DECEMBER-2024.

(R20INF4185) E-COMMERCE

04/12/2024 (For CSE, IT, AIML, AIDS, DS, CS, CSIT & IoT) Day-5(FN)

Duration: 3 Hrs

Maximum Marks: 70M

Blooms Taxonomy : (I-Remembering, II-Understanding, III-Applying, IV-Analyzing, V-Evaluating and VI-Creating)

Course Outcomes : CO

SECTION-A

Answer ALL the following questions.

(5Qx 4M = 20M)

- | | | |
|--|-----|-----|
| 1. Explain the advantages and disadvantages of E-Commerce. | II | CO1 |
| 2. List the four C's in E-Strategy and explain. | I | CO2 |
| 3. Explain about E-logistics. | II | CO3 |
| 4. Describe the threats associated with E-Payment systems. | III | CO4 |
| 5. Discuss the benefits of using EDI in E-Commerce. | I | CO5 |

SECTION-B

Answer FIVE questions choosing at least one from each unit.

(5Qx10M = 50M)

- | | | |
|--|-----|-----|
| 6. Develop a business model of E-Commerce. | IV | CO1 |
| (OR) | | |
| 7. Describe the relationship between E-Commerce and Networking. | III | CO1 |
| <u>UNIT-II</u> | | |
| 8. Demonstrate the Technological advances in Convergence and their implications. | I | CO2 |
| (OR) | | |
| 9. Compare and contrast Collaborative computing with Traditional computing methods. | II | CO2 |
| <u>UNIT-III</u> | | |
| 10. Explain how to improve the efficiency of a supply chain portal for an E-Commerce business. | II | CO3 |
| (OR) | | |
| 11. Explain in detail about the Content Marketing Call Center. | III | CO3 |
| <u>UNIT-IV</u> | | |
| 12. Discuss how to apply E-Marketing strategies to promote a new E-Payment system. | III | CO4 |
| (OR) | | |
| 13. Compare the effectiveness of E-Cheque and E-Cash in E-Commerce transactions. | IV | CO4 |
| <u>UNIT-V</u> | | |
| 14. Explain the impact of Data Encryption Standards (DES/RSA) on EDI security. | II | CO5 |
| (OR) | | |
| 15. Discuss in detail about risks of E-Commerce. | III | CO5 |
