

Tribhuvan University  
**Institute of Science and Technology**  
2081  
☆

Bachelor Level / Third Year /Six Semester/Science  
**Computer Science and Information Technology (CSC 370)**  
**(E-Commerce)**  
**(NEW COURSE)**

Full Marks: 60  
Pass Marks: 24  
Time: 3 hours.

*Candidates are required to give their answers in their own words as far as practicable.*  
The figures in the margin indicate full marks.

**Section A**

**Attempt any TWO questions.**

**(2×10=20)**

1. How single firm and industry wide private industrial networks work in B2B business model? How value chain and value web are used in e-commerce industries to coordinate with firms. [5+5]
2. When and how stored value payments and peer-to-peer payment systems are used in e-commerce? Differentiate Vickery auction from the Dutch auction. [6+4]
3. Explain the vulnerabilities in e-commerce. How data transaction security is ensured in e-commerce system? [5+5]

**Section B**

**Attempt any EIGHT questions.**

**(8 × 5 = 40)**

4. What properties differentiates U-commerce from E-commerce? [5]
5. How leverage and perfect market concepts are used in competitive advantage element of a business model? [5]
6. Explain how e-cash is different from e-check? [2+3]
7. What is catalog in an e-commerce system? How integration of payment gateways is done in e-commerce? [5]
8. Discuss the security mechanisms that you can use to ensure non-repudiation and availability. [5]
9. How boards, repins and widgets are used as Pinterest marketing tools? [5]
10. How viewability rate, browse-to-buy ratio and checkout-conversion ratio are used as a marketing metrics lexicon for display ad marketing? [5]
11. Explain how content based recommendation system are implemented in e-commerce systems? [5]
12. What is page rank? How page rank algorithm is used to compute page rank of a page? [2+3]