

Tribhuvan University
Institute of Science and Technology
2081
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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. What is a dual signature? Describe the dual signature operations? How is dual signature used during purchase request operation of SET protocol? [2+3+5]
2. What is digital marketing? Why is it essential in e-commerce? How do marketing metrics like click-through rate, bounce-back rate and conversion rate influence E-mail marketing? [2+2+6]
3. What is B 2 B e-commerce? Discuss various B 2 B business models. [2+8]

Section B

Attempt any EIGHT questions.

[8 × 5 = 40]

4. What does omni-channel mean in terms of e-commerce presence? Justify with an example. [5]
5. How are exchanges different from industry consortiums? [5]
6. What is an e-payment system? How do online credit card transactions work? [2+3]
7. What are the basic elements to be considered while developing an e-commerce website? [5]
8. How cryptography and hash functions are used in e-commerce to ensure security. [5]
9. What is adware? How is the SSL protocol used in e-commerce? [1.5+3.5]
10. How social marketing, mobile marketing and local marketing are used in e-commerce to promote business. [5]
11. Describe the working mechanism of search engines. [5]
12. Briefly explain the electronic transaction act of Nepal. [5]