

Tribhuvan University
Institute of Science and Technology
2080
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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 competitive advantage in a business model? How can firms achieve competitive advantage using dimensions of asymmetry, complementary resources, perfect market and leverage? [2+8]
2. What is a digital wallet? How does it work? Describe the payment authorization and payment capture operations of SET. [2+3+5]
3. What is display ad marketing? How attrition rate, view-to-cart ratio, acquisition rate and retention rate influence display ad marketing? [2+8]

Section B

Attempt any EIGHT questions.

[8 × 5 = 40]

4. What are some of the factors driving the growth of social e-commerce? [5]
5. What is EDI? Describe the significance of EDI in e-commerce? Justify your answer with an example. [1.5+3.5]
6. What is virtual currency? How does it work? Mention the usages of virtual currency in e-commerce. [1.5+2+1.5]
7. What is a catalog in e-commerce? How are catalogs created? [2+3]
8. What is an intrusion? How intrusion detection systems are used to ensure security in e-commerce? [1.5+3.5]
9. What is social engineering? How access control mechanisms are used in e-commerce for authorization? [1.5+3.5]
10. How fan acquisition, amplification and brand strengthening is done using Facebook marketing tools? [5]
11. What is the significance of recommendation systems in e-commerce? How is collaborative filtering different from content based? [2+3]
12. How provisions relating to digital certificates are defined in the electronic transaction act of Nepal? [5]