Exam Roll No.....

Tribhuvan University

Institute of Science and Technology

2082

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Bachelor Level / Third Year/ Sixth Semester/ Science

Computer Science and Information Technology (CSC381)

(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 for as practicable.

All figures in the margin indicate full marks.

Section A

Long Answer Questions.

Attempt any TWO questions. **[2×10=20]**

1. How people, public policy, and support services are shaping the e-commerce framework? How can organizations adapt e-distribution and e-procurement to make their B2B transactions better? [6+4]
2. How does e-check work? Consider you are planning for an e-commerce startup facilitating auctioning service. Explain the possible types of auctioning mechanisms with their use cases that you can facilitate in your platform. [3+7]
3. How digital signatures are used in e-commerce security? How often are social engineering attacks vulnerable to e-commerce? Being an e-commerce security expert, how can you combat with social engineering attacks. [3.5+3+3.5]

Section B

Short Answer Questions

Attempt any EIGHT questions. **[8×5=40]**

4. How provisions relating to the Information Technology Tribunal are defined in the electronic transaction act of Nepal? [5]
5. Explain the types of private industrial networks with examples. [5]
6. What is the SET protocol? Explain its participants. [2+3]
7. Explain the development of e-commerce websites. [5]
8. What is non-repudiation? Which security mechanism can be used to ensure it? List the threats in E-commerce. [1+2+2]
9. What is the cost per thousand (CPM)? How effective cost per thousand (eCPM) metric is used to measure return on investment from a digital ad? [2+3]
10. How reach, loyalty, hits are used in display ad marketing metrics? [5]
11. What is the significance of page rank in search engine optimization? How can you increase page rank of an e-commerce website? [2+3]
12. Consider you are hired as a SEO expert. How can you use content and collaborative filtering approaches to recommend products? [5]