

**Tribhuvan University**  
**Institute of Science and Technology**  
**2078**

Bachelor Level / sixth-semester / Science Full marks: 60 **Computer Science and Information Technology(CSC370)** Pass marks: 24 (E-commerce) 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 an e-commerce business model? Describe the key elements of e-commerce business model.[2+8]
  
2. What are the security threats in e-commerce? How client server and data transaction securities are maintained in e-commerce?
  
3. What is e-payment? Discuss how credit card transactions, electronic checks and stored value payment systems work. Mention their pros and cons.[2+8]

**Section B**

Attempt any eight questions.[5\*5=40]

4. Describe the factors that make U-commerce different from M-commerce?[5]
  
5. What is the industry value chain? Mention the generic players in the value chain.[3+2]
  
6. What is a digital wallet? How it works?[2+3]
  
7. What is a catalog in an e-commerce application? How can you create catalogs?[2+3]
  
8. Define malicious code. How the potentially unwanted programs like adware and spyware works?[1+4]
  
9. Discuss different pricing models for online advertisements.[5]
  
10. How facebook exchanges, reaction buttons and sponsored messages are used for social marketing and advertising.[5]
  
11. What is Search Engine Optimization (SEO)? How on page SEO can be done?[1.5+3.5]
  
12. How content based and collaborative filtering approaches are used for product recommendation in e-commerce?[5]