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

	The figures in the margin indicate full marks.			
	A	ttempt any TWO questions.	[2×10=20]	
	1.	What is a dual signature? Describe the dual signature operations? How is dual signature request operation of SET protocol?	gnature used during [2+3+5]	
	2.	What is digital marketing? Why is it essential in e-commerce? How do marketing through rate, bounce-back rate and conversion rate influence E-mail marketing?	g metrics like click- [2+2+6]	
	3.	What is B 2 B e-commerce? Discuss various B 2 B business models.	[2+8]	
	Αt	tempt any EIGHT questions.	$[8\times5=40]$	
	4.	Processing of the state of the		
	5.	How are exchanges different from industry consortiums?	[5] [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]	
 How social marketing, mobile marketing and local marketing are ubusiness. 		How social marketing, mobile marketing and local marketing are used in e-corbusiness.	nmerce to promote [5]	
	11.	Describe the working mechanism of search engines.	[5]	
	12.	Briefly explain the electronic transaction act of Nepal.	[5]	