

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. How single firm and industry wide private industrial networks work in B2B business model? How value chain and value web are used in e-commerce industries to coordinate with firms. [5+5]
2. When and how stored value payments and peer-to-peer payment systems are used in e-commerce? Differentiate Vickery auction from the Dutch auction. [6+4]
3. Explain the vulnerabilities in e-commerce. How data transaction security is ensured in e-commerce system? [5+5]

Section B

Attempt any EIGHT questions.

(8 × 5 = 40)

4. What properties differentiates U-commerce from E-commerce? [5]
5. How leverage and perfect market concepts are used in competitive advantage element of a business model? [5]
6. Explain how e-cash is different from e-check? [2+3]
7. What is catalog in an e-commerce system? How integration of payment gateways is done in e-commerce? [5]
8. Discuss the security mechanisms that you can use to ensure non-repudiation and availability. [5]
9. How boards, repins and widgets are used as Pinterest marketing tools? [5]
10. How viewability rate, browse-to-buy ratio and checkout-conversion ratio are used as a marketing metrics lexicon for display ad marketing? [5]
11. Explain how content based recommendation system are implemented in e-commerce systems? [5]
12. What is page rank? How page rank algorithm is used to compute page rank of a page? [2+3]