

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY BVoc.(ST), Semester – II, Supplementary Examination June 2023
E-Commerce (STG203)

Duration: 1 Hour**Max. Marks: 40****Instructions:**

- 1) All Questions are compulsory.
- 2) Start each question on a fresh page
- 3) Figures to the right indicate Full Marks.

Q1. Answer Any 5 (Five) of the following in 20-30 words. **5 x 2 = 10 Marks**

- (a) Express your views on the role of Strategy in E-commerce.
- (b) Discuss the importance of Website Traffic Management.
- (c) Explain the term Phishing.
- (d) Differentiate between WWW and Internet.
- (e) State any two points of difference between Debit card and Credit card.
- (f) Discuss about Cryptocurrency.

Q.2. Answer the following in 120-150 words.

- (a) Discuss any 10 disadvantages of E-Commerce. **10 Marks**

OR

- (x) State any 5 points of difference between Traditional Commerce and E-Commerce. **05 Marks**

- (y) Explain Bulletin Board Service (BBS). **05 Marks**

Q.3. Answer the following in 120-150 words.

- (a) Mention the purpose of Website Design Principles/Guidelines. Explain any 8 website design principles. **10 Marks**

OR

- (x) Discuss any 5 Web Navigation Design patterns. **05 Marks**

- (y) Describe a cookie over the Internet. Explain any of its 3 uses. **05 Marks**

Q.4. Answer the following in 120-150 words.

- (a) Explain any 10 advantages of Smart Cards. **10 Marks**

OR

Roll No: _____

- (x) Explain any 5 best practices to follow to resolve Security issues in E-commerce. **05 Marks**
- (y) Discuss any 5 types of E-Marketing strategies. **05 Marks**

----- Best of Luck -----