



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2019

Roll No. in Fig.

Roll No. in Words.

Paper: E-Commerce

Course Code: COMM-409 Part – I (Compulsory)

Time: 15 Min. Marks: 10

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Signature of Supdt.:

Q.1. Encircle the correct option.

(5x2=10)

- i. _____ is an ability to identify the identity or a person or entity with whom you are dealing on the Internet.
- | | | |
|--------------|--------------------|--------------------|
| a) Integrity | b) Authenticity | c) Confidentiality |
| d) Privacy | e) Non-repudiation | |
- ii. _____ names include .COM, .ORG, .NET, .EDU and .GOV.
- | | | |
|-------------------------|---------------------------------|---------------------------------|
| a) Country Level Domain | b) 2 nd Level Domain | c) 3 rd Level Domain |
| d) Top Level Domain | e) Host Domain | |
- iii. The four members in an IP address are called _____, because they each have eight positions.
- | | | |
|-------------|----------------|------------|
| a) Octets | b) Binary | c) Decimal |
| d) Quartile | e) Hexadecimal | |
- iv. _____ refers to the other companies selling similar products and operating in the same marketplace.
- | | |
|--------------------------|----------------------------|
| a) Competitive advantage | b) Competitive Environment |
| c) First mover advantage | d) Symmetric advantage |
| e) Asymmetric advantage | |
- v. _____ is a set of planned activities designed to result in a profit in a market place.
- | | | |
|------------------------|-----------------------|------------------|
| a) Advertisement model | b) Business model | c) Business plan |
| d) Revenue model | e) Subscription model | |
- vi. _____ is an ability to ensure that e-commerce participants do not deny online actions.
- | | | |
|--------------|--------------------|--------------------|
| a) Integrity | b) Authenticity | c) Confidentiality |
| d) Privacy | e) Non-repudiation | |
- vii. _____ is a computer that receives requests from different web clients and responds by sending files back to those web client computers.
- | | | |
|-----------------|----------------------|---------------|
| a) Web Portal | b) Web Browser | c) Web Server |
| d) Web Terminal | e) Internet Terminal | |
- viii. In an IP address each octet can contain any value between zero and _____.
- | | | |
|--------|--------|--------|
| a) 199 | b) 255 | c) 299 |
| d) 355 | e) 555 | |
- ix. E-tailer in an online version of traditional _____.
- | | | |
|-----------------|---------------------|-----------------|
| a) Supplier | b) Retailer | c) Whole seller |
| d) Manufacturer | e) Service provider | |
- x. _____ is document that describes a firm's business model.
- | | |
|-----------------------|------------------------|
| a) Business deal | b) Advertisement model |
| c) Business plan | d) Revenue model |
| e) Subscription model | |



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Answer the short questions.

(4x5=20)

- i. Cookies
- ii. Digital Catalog
- iii. Phishing
- iv. Proxy Server

Q.3. Answer the Long questions.

(3x10=30)

- i. How digital envelope works? What are its advantages and disadvantages in a security and encryption system? Draw diagram to explain the answer.
- ii. Discuss different types of on-line payment methods. Give examples to explain the answer.
- iii. Explain advantages and disadvantages of outsourced hosting services.