

3. Assertion (A): Web usability is a critical factor in online business success. CO2 [K₂]
 Reason (R): User-friendly websites enhance customer satisfaction and encourage repeat visits

- a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is NOT the correct explanation of A.
 c) A is true, but R is false. d) A is false, but R is true.

4. Match each revenue model with its description. CO2 [K₂]

List I	List II
A. Subscription-based model	i. Revenue generated by user clicks on advertisements
B. Affiliate marketing model	ii. Offers basic services for free with premium features at a cost
C. Freemium model	iii. Earns a commission for driving traffic or sales to another business
D. Pay-per-click model	iv. Users pay a regular fee for access to a product or service

- a) A-ii, B-iii, C-iv, D-i b) A-iii, B-ii, C-iv, D-i
 c) A-iv, B-iii, C-ii, D-i d) A-i, B-ii, C-iii, D-iv

5. Which of the following is a primary characteristic of Electronic Data Interchange (EDI)? CO3 [K₁]

- a) Real-time monitoring b) Standardized document exchange
 c) Mobile device transactions d) Social networking integration

6. Select all the features that are commonly associated with Mobile Commerce (m-commerce). CO3 [K₁]

- a) Location-based services b) Automated document exchange
 c) Social networking integration d) Real-time monitoring

7. Arrange the following steps in the correct order to illustrate the process of ensuring Security for Client Devices. CO4 [K₂]

- a). Install antivirus software
 b). Implement firewall protection
 c). Conduct security audits
 d). Regularly update security patches

- a) a, c, b, d b) b, d, c, a
 c) b, c, d, a d) a, b, c, d

8. What is the primary purpose of Communication Channel Security in electronic commerce? CO4 [K₁]
- a) Enhancing website aesthetics b) Ensuring secure data transmission
c) Increasing server processing speed d) Facilitating customer feedback
9. Arrange the following steps in the correct order to illustrate the process of a typical online payment transaction. CO5 [K₁]
- a. Confirm payment
b. Select items for purchase
c. Enter payment details
d. Review order
- a) b, c, d, a b) a, b, c, d
c) a, c, d, b d) b, d, c, a
10. What is the primary purpose of Digital Wallets in online payment systems? CO5 [K₁]
- a) Real-time monitoring b) Phishing prevention
c) Secure storage of payment information d) Website aesthetics improvement

PART B (10 x 2 = 20 Marks)

11. Recall the legal challenges that e-commerce businesses face. CO1 [K₁]
12. Define the importance of protecting intellectual property when conducting online business. CO1 [K₁]
13. List two revenue strategy issues that online businesses commonly face. CO2 [K₁]
14. Outline the significance of having an effective online business presence and how it can impact revenue. CO2 [K₂]
15. How does Electronic Data Interchange (EDI) contribute to streamlining B2B processes, and what is its significance in this regard? CO3 [K₁]
16. List the challenges and benefits of implementing Mobile Commerce in B2B transactions. CO3 [K₁]
17. Compare and contrast the features of Business to Business (B2B) and Business to Consumer (B2C) activities in e-commerce. CO4 [K₂]
18. State the role of encryption in protecting sensitive data during online transactions? CO4 [K₁]
19. How can you classify and compare the security implications of payment cards and digital cash when conducting e-commerce transactions? CO5 [K₂]
20. Show the role of Internet Technologies in transforming the banking industry's approach to online payments. CO5 [K₁]

PART C (6 x 5 = 30 Marks)

21. How can ethical considerations be applied when identifying and organizing data privacy issues in e-commerce? Explain. CO1 [K₂]
22. Compare and contrast the revenue models of B2C and B2B e-commerce. CO1 [K₂]
23. Discuss the challenges and benefits of advertising on the web in the current digital landscape. CO2 [K₂]
24. Evaluate the impact of current technological advancements on Business-to-Business activities, considering aspects such as efficiency, cost reduction, and global collaboration. CO3 [K₃]
25. Discuss the challenges and solutions associated with Communication Channel Security in the e-commerce environment. CO4 [K₂]
26. Investigate and discuss the ethical considerations related to the collection and storage of payment information by digital wallets. CO5 [K₄]

**Answer any FOUR Questions
PART D (4 x 10 = 40 Marks)**

27. Analyze current technological advancements and evaluate their impact on the future of e-commerce. CO1 [K₄]
28. Evaluate the ethical considerations associated with collecting and utilizing customers' data in online marketing practices. CO2 [K₃]
29. Conduct a case study analysis of an online auction platform that had a significant impact on B2B transactions. Identify the key benefits, challenges, and strategic considerations in the given context. CO3 [K₄]
30. Examine the current technological advancements in e-commerce security and assess their implications for online businesses. CO4 [K₄]
31. Analyze the evolution of online payment systems, categorizing key advancements, contrasting challenges, and exploring their impact on the e-commerce landscape? CO5 [K₄]
