

MARIS STELLA COLLEGE, VIJAYAWADA-8

(An autonomous college affiliated to Krishna University)

DEPARTMENT OF COMPUTERS

B.Com (Computer Applications)

Academic Year 2019 - 2020

Title : E - Commerce

Semester : V

Paper Code: COMPC069

Course Outcome:

To enable the student to become familiar with the mechanism for conducting business transactions.

Unit - I: Introduction

8 Hrs

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E – Commerce, E – Commerce Business Models (Introduction, key elements of a Business models and categorizing major E – Commerce business models), forces behind E – Commerce.

Unit – II: Technology Used in E - Commerce

8 Hrs

The dynamics of World Wide Web and Internet (Meaning, evolution and features); Designing, building and launching E – Commerce websites (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in – house development of a website).

Unit – III: Security and Encryption

8 Hrs

Need and concepts, the E – Commerce security environment: (dimension, definition and scope of security), security threats in the E –Commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber – vandalism etc...), technology solutions (Encryption, security channels of communication, protecting and protecting servers and clients).

Unit – IV: Online Business Transactions

8 Hrs

Meaning, purpose advantages and disadvantages of transacting online, E – Commerce applications in various industries like (banking, insurance, payment of utility bills, online marketing, e – tailing (Popularity, benefits, problems and features) online services, (financial,

travel and career), auctions, online portal, online learning, publishing and entertainment) online shopping (Amazon, snap deal, Alibaba, flip kart, etc...).

Unit – V: Website Designing

8 Hrs

Introduction to HTML; tags and attributes: Text formatting, fonts, Hypertext links, tables, images, lists, forms, frames and cascading style sheets.

Text Books:

1. Kenneth C.Laudon and Carlo Guercio Traver, E – Commerce, Pearson and Education.
2. David whitley, E – Commerce: Strategy, Technology and Applications, Mc – Graw Hill Education.
3. Bharat Bhaskar, Electronic Commerce: Framework, technology and applications, 4th Ed., McGraw Hill Education.
4. P.T. Joseph, E – Commerce: An Indian perspective, PHI learning.

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BLUE PRINT OF MODEL PAPER

- ❖ The paper consists of three sections.
- ❖ All questions are compulsory from all parts.

SECTION – A

- ❖ Consists of **SIX** very short answer type questions from five units, out of which **FOUR** are to be answered.
- ❖ Each question carries **3 Marks**.

SECTION – B

- ❖ Consists of **THREE** short answer type questions from five units, out of which **TWO** are to be answered.
- ❖ Each question carries **6 Marks**.

SECTION – C

- ❖ Consists of **FIVE** essay answer type questions from five units, out of which **THREE** are to be answered.

- ❖ Each question carries **12 Marks**.

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Model Question Paper

Title : E – Commerce

Time: 3 Hrs

Paper Code : COMPC069

Max. Marks: 60

Semester : V

SECTION - A

Answer any FOUR of the following.

4*3=12M

1. Forces behind E – Commerce.
2. Explain the evolution of WWW.
3. Characteristics of Network Security.
4. Hacking and Cyber vandalism – Explain.
5. E – Auction.
6. HTML forms.

SECTION - B

Answer Any TWO of the following

2*6=12M

7. What is a business model? Explain different kinds of business models.
8. What are the threats to internet security?
9. Explain the creation of Cascading style sheets.

SECTION - C

Answer Any THREE of the following

3*12=36M

10. Define the term E – Commerce and explain its advantages and limitations?
11. Explain the steps involved in launching an E – Commerce website.
12. Explain the technology solutions to E – Commerce security environment.
13. Explain the concept of online banking. Write its advantages and limitations.
14. Explain different tags in HTML and discuss its role in designing website.