

E-commerce

Time-1hr

Answer any seven

Total marks-35

- 1. Based on the evolution of ecommerce and changing consumer behavior in the market, where do you see the trend moving for innovation in the industry?**
- 2. Define Electronic Data Interchange.What are the components of Electronic Data Interchange?**
- 3. What are some tactics that our company can deploy to boost repeat purchase rates and increase customer retention?**
- 4. Explain the working principle of DES algorithm.**
- 5. What is the Role of RSA in Ecommerce?**
- 6. Why do corporate houses implement more than one firewall for security?**
- 7. Define VPN and its Types and advantages of VPN?**
- 8. Define C2C,C2B and B2G?**
- 9. Explain Digital Signature and also explain how does it works?**
- 10. How Testing Is Crucial In Ecommerce?**