### Q1. What is the key diff. b/w B2C & B2B?

**Ans.** B2C and B2B are two forms of commercial transactions.  
**B2C**, which stands for business-to-consumer, is a process for selling products directly to consumers.  
**B2B**, which stands for business-to-business, is a process for selling products or services to other businesses.

### Q2. What is the key diff. b/w Mobile Commerce & E-Commerce?

**Ans.**

<table>
<thead>
<tr>
<th>BASIS FOR COMPARISON</th>
<th>E-COMMERCE</th>
<th>M-COMMERCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meaning</strong></td>
<td>Any kind of commercial transaction that is concluded, over the internet using electronic system is known as e-commerce.</td>
<td>M-commerce refers to the commercial activities which are transacted with the help of wireless computing devices such as cell phone or laptops.</td>
</tr>
<tr>
<td><strong>Which device is used?</strong></td>
<td>Computers and Laptops</td>
<td>Mobiles, tablets, PDA's, iPad etc.</td>
</tr>
<tr>
<td><strong>Developed</strong></td>
<td>In 1970's</td>
<td>In 1990's</td>
</tr>
<tr>
<td><strong>What is it?</strong></td>
<td>Superset</td>
<td>Subset</td>
</tr>
<tr>
<td><strong>Ease of carrying device</strong></td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Use of internet</strong></td>
<td>Mandatory</td>
<td>Not mandatory</td>
</tr>
<tr>
<td><strong>Reach</strong></td>
<td>Narrow i.e. it is available only in those places where there is internet along with electricity.</td>
<td>Broad due to its portability.</td>
</tr>
</tbody>
</table>
Q3. How can we continuously engage the customer in our E-Commerce Application?

Ans. Like,
- Clustering
- Content
- Copy
- The value proposition
- Product video
- Customer reviews (with a face)
- New categories and filters
- Site search
- Social media
- Live chat (including video)

Q4. What’s E-Business promotion methods will you use to attract customers?

Ans. Like,
- A Beautiful Store
- Social Media Marketing
- Use Marketplaces
- Give Something Away
- Customer Care
- E-Mail Marketing
- Buy Pay-Per-Click Advertising

Q5. Explain the term “Web Hosting”.

Ans. Web Hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website or webpage to be viewed in the Internet. Websites are hosted, or stored, on special computers called servers.

Q6. When to use an existing package for the development of E-Commerce Application.

Ans. use an existing e-commerce package:
- When you have a tight deadline for a project, and you don’t have a framework in place
- When a client has indicated a preference
- When the features match—if another system has all the features you need and want, and it works in a way you are comfortable with, then it would be more appropriate to use the existing system

Q7. What is Firewall? State the function of Firewall in E-Commerce Application.

Ans. A Firewall is a network security system that monitors and controls incoming and outgoing network traffic based on predetermined security rules. A firewall typically establishes a barrier between a trusted internal network and untrusted external network, such as the Internet.
Q8. What is the importance of user experience in E-Commerce Application?

Ans. Our customers' experience on the stores powered by our framework is very important. A good user experience will leave them feeling wanted and valued, whereas a poor user experience will leave them feeling unwanted, unvalued, and may leave a bad taste in their mouths.

Q9. What are the ways in which we can store the results of filtering product?

Ans. There are a few different ways in which we can store filtered results:

- **In the user's session**: This will be lost when the user closes their browser.
- **In a cookie**: This information will stay when the user closes their browser.
- **In POST data**: The information will only be stored for the one instance the filter is used.
- **In the URL**: This would allow the customer to filter results and send the link of those results to a friend.

Q10. Suppose that a customer doesn’t have money he/she wants to buy a product after some days but worried about limited stock, which feature of E-Commerce must be develop to facilitate this customer.

Ans. Wish lists is a feature of E-Commerce are collections of desired products saved by customers to their user account, signifying interest without immediate intent to purchase.

Q11. Explain the contents of shopping basket visible for the customer.

Ans. We now need to allow our customers to control the contents of the basket. This involves allowing them to:

- View the basket
- Add products to their basket
- Add customizable products to their basket
- Add variations of a product to their basket
- Edit quantities of products in their basket

Q12. What are the ways to calculate the costs of shipping products?

Ans. There are several different ways to calculate the costs of shipping products to customers:

- We could base the cost on the customer's delivery address.
- We could associate a cost to each product for each shipping method we have in our store.
- We could associate costs for each shipping method to ranges of weights, and either charge the customer based on the weight-based shipping cost for each product combined, or based on the combined weight of the order.
Q13. What is SSL/TLS?

Ans. **Secure Sockets Layer (SSL)** is a cryptographic protocol, which provides secure communications on the Internet by using encryption methods to encrypt data that is then transferred between the client and the server over this secure connection.

**Transport Layer Security (TLS)** is a successor to Secure Sockets Layer protocol, or SSL. TLS provides secure communications on the Internet for such things as e-mail, Internet faxing, and other data transfers.

Q14. How to remind customers about forgotten details?

Ans. With,

- Help! I forgot my password!
  - Generate the reset key, update the user record, and e-mail the customer
  - Reset the password
- Help! I forgot my username!

Q15. What do we mean by “Free-Trial” Promotion Technique?

Ans. A Free-Trial is a way for a consumer to try a new product while eliminating risk. It may be used when a product is unique to the marketplace, which can make consumers leery of trying it out. This technique is commonly used in television infomercials where the buyer has 30 days to try the product, during which time he can return it for a full refund if he's not satisfied.

Q16. Write the features that “eBay” provides to its user.

Ans. Features of eBay:

- Powerful search feature to find products
- Purchase products directly—"Buy it now"
- Bid for products/express interest in purchasing
- Make payments and manage orders
Q1. Write the features that Amazon.com provides to its users.
   
   Ans. On a basic level, Amazon.com provides the following features to its users:
   - Browse and search for products
   - Rate and review products
   - Purchase products
   - Make payments and manage orders
   - Sell products through the Marketplace

Q2. What is the diff. b/w framework & design patterns?
   
   Ans.
   Design Pattern:
   Design pattern is a category of patterns that deals with object oriented software. They represent solutions to problems that arise when developing software within a particular context. Design pattern captures the static and dynamic structure and collaboration among key participants in software designs. They can be used across different domains.

   Framework:
   Framework is made up of group of concrete classes which can be directly implemented on an existing platform. Frameworks are written in programming languages. It is a large entity comprising of several design patterns. Frameworks are concerned with specific application domain e.g. database, web application etc.

Q3. What are some famous E-Commerce Application?
   
   Ans. Magento, Drupal e-commerce, Open Cart.

Q4. Write down default User Name, Password, Server Name for Localhost?
   
   Ans. User Name: root, Password: (null), Server Name: localhost

Q5. Define Template.
   
   Ans. A Template is a predesigned resource that shows the structure for the comprehensive layout and display features of any website/applications.

Q6. What are Cookies?
   
   Ans. Cookies are small text files stored in a web user's browser directory or data folder. Ecommerce websites place cookies on visitors' browsers to retain login credentials, identify customers, and provide a customized shopping experience.

Q7. What is Dashboard?
   
   Ans. Dashboards are usually a series of graphics, charts, gauges and other visual indicators that can be monitored and interpreted. Even when there is a strategic link, on a dashboard, it may not be noticed as such since objectives are not normally present on dashboards.
Q8. What is Automated Deployment?

Ans. Automated Deployment allows applications to be deployed across the various environments used in the development process, as well as the final production environments.

Q9. What is the role of Courier companies in E-Commerce?

Ans. Courier Companies can provide e-commerce start-ups with a cost-effective yet highly efficient method of securing a network of loyal customers. These parcel delivery services enable e-commerce start-ups to promise their customers lower shipping rates and rapid delivery times without hindering their own profit margins.

Q10. What are return policies?

Ans. Return Policies are the rules retail merchants establish to manage the process by which customers return or exchange unwanted or defective merchandise that they have purchased previously.

Q11. What type of information is provided in the footer of a website?

Ans. These kind of information is provided in the webpage footer:
- Site Map
- About Us & Contact Us Link
- Privacy Policy
- Terms of Service
- Address & Phone Number

Q12. What is the role of Domain Name Registrars?

Ans. A Domain Name Registrar is an organization that manages the reservation of Internet domain names. A domain name registrar must be accredited by a generic top-level domain (gTLD) registry or a country code top-level domain (ccTLD) registry.

Q13. What is the role of social media in E-Commerce?

Ans. Today, people just go online and check reviews of any product or service that they are desirous of purchasing. Similarly, people check out hotel reviews before booking into one. The same applies when you are planning to visit a new place. Suffice to say, digital media has the supreme power to make or mar business reputations. Hence, the evolution of social media in e-commerce can no longer be denied.

Q14. What is 404 Error?

Ans. The HTTP 404, 404 Not Found and 404 error message is a Hypertext Transfer Protocol (HTTP) standard response code, in computer network communications, to indicate that the client was able to communicate with a given server, but the server could not find what was requested.

Q15. What are Voucher Codes?

Ans. A Voucher Code can also be used online in the form of an E-Voucher. These types of voucher codes can be entered when shopping online and the relevant vouchers value added to your order. It can take the form of any code.

Q16. What is Tracking?

Ans. Online Tracking refers to a website or company that tracks the pages you visit, searches you perform, and other activities to improve their services or to sell to other companies.
Q1. Write the features that Amazon.com provides to its users.

Ans. On a basic level, Amazon.com provides the following features to its users:
- Browse and search for products
- Rate and review products
- Purchase products
- Make payments and manage orders
- Sell products through the Marketplace

Q2. Write three name of famous e-commerce sites.

Ans. eBay, Amazon & iStockphoto.

Q3. When to use an existing e-commerce package?

Ans. use an existing e-commerce package:
- When you have a tight deadline for a project, and you don't have a framework in place
- When a client has indicated a preference
- When the features match—if another system has all the features you need and want, and it works in a way you are comfortable with, then it would be more appropriate to use the existing system

Q4. Give some suggestions for making a strong password?

Ans. These are some suggestions for making a strong password:
- Use both letters and numbers
- Make use of special characters, such as @, /, \, #, *, &, and so on
- Include spelling mistakes to make the word harder to guess
- Consider using numbers in place of some letters
- Don't include personal information such as dates of birth, names of family, and so on

Q5. Write the attribute names of the Product table.

Ans.

<table>
<thead>
<tr>
<th>Attribute Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. products_attributes_id</td>
<td></td>
</tr>
<tr>
<td>2. products_id</td>
<td></td>
</tr>
<tr>
<td>3. options_id</td>
<td></td>
</tr>
<tr>
<td>4. options_values_id</td>
<td></td>
</tr>
<tr>
<td>5. options_values_price</td>
<td></td>
</tr>
<tr>
<td>6. price_prefix</td>
<td></td>
</tr>
<tr>
<td>7. product_attribute_is_free</td>
<td></td>
</tr>
<tr>
<td>8. products_attributes_weight</td>
<td></td>
</tr>
<tr>
<td>9. attributes_display_only</td>
<td></td>
</tr>
<tr>
<td>10. attributes_discounted</td>
<td></td>
</tr>
<tr>
<td>11. attributes_image</td>
<td></td>
</tr>
<tr>
<td>12. attributes_qty_prices</td>
<td></td>
</tr>
<tr>
<td>13. attributes_price_words</td>
<td></td>
</tr>
<tr>
<td>14. attributes_price_letters</td>
<td></td>
</tr>
<tr>
<td>15. attributes_required</td>
<td></td>
</tr>
</tbody>
</table>
Q6. What is Header Template?

**Ans.** Header Template will contain the first bit of HTML for a particular page, so obviously this needs to contain our DOCTYPE, page title (empty as this is populated later), style references, and so on.

```html
<!DOCTYPE html>
<html>
  <head>
    <title>{title}</title>
    <meta http-equiv="content-type" content="text/html; charset=iso-8859-1" />
    <meta name="description" content="{metadescription}" />
    <meta name="keywords" content="{metakeywords}" />
  </head>
  <body>
```

Q7. What is the importance of Searching methods?

**Ans.** Searching to make products easy to find, and we will add filters to product lists allowing customers to see products that match what they are looking for.

Q8. What is One-Click Payment Method?

**Ans.** It is the technique of allowing customers to make online purchases with a single click, with the payment information needed to complete the purchase having been entered by the user previously.

Q9. What is the concept of Dashboard?

**Ans.** Dashboards are usually a series of graphics, charts, gauges and other visual indicators that can be monitored and interpreted. Even when there is a strategic link, on a dashboard, it may not be noticed as such since objectives are not normally present on dashboards.

Q10. What is Checkout?

**Ans.** Checkout is an E-Commerce term that refers to any of the E-Commerce website pages shown to a customer during the step-by-step checkout process. It is an online equivalent of a physical checkout counter in a grocery store where a consumer pays for the chosen goods.

Q11. What is CAPTCHA?

**Ans.** A CAPTCHA (an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart") is a type of challenge–response test used in computing to determine whether or not the user is human.

Q12. What is the meaning of 404 error?

**Ans.** The HTTP 404, 404 Not Found and 404 error message is a Hypertext Transfer Protocol (HTTP) standard response code, in computer network communications, to indicate that the client was able to communicate with a given server, but the server could not find what was requested.
Q13. What are Vouchers?
Ans. A Voucher can also be used online in the form of an E-Voucher. These types of vouchers can be entered when shopping online and the relevant vouchers value added to your order. It can take the form of any code.

Q14. Write three conditions that are considered before cleaning the basket?
Ans. Shopping baskets need to be emptied, but this should be done only when:
- The customer wants to empty their basket
- The customer confirms an order
- The basket contents are old and are not tied to a customer account

Q15. Which parameters are considered to calculate shipping costs.
Ans. There are several different ways to calculate the costs of shipping products to customers:
- We could base the cost on the customer's delivery address.
- We could associate a cost to each product for each shipping method we have in our store.
- We could associate costs for each shipping method to ranges of weights, and either charge the customer based on the weight-based shipping cost for each product combined, or based on the combined weight of the order

Q16. What is SSL?
Ans. Secure Sockets Layer (SSL) is a cryptographic protocol, which provides secure communications on the Internet by using encryption methods to encrypt data that is then transferred between the client and the server over this secure connection.
Q1. What is E-Commerce?

Ans. E-commerce is the activity of buying or selling of products on online services or over the internet.

Q2. Write the features that eBay.com provides to its users.

Ans. Features of eBay:
- Powerful search feature to find products
- Purchase products directly—"Buy it now"
- Bid for products/express interest in purchasing
- Make payments and manage orders.

Q3. Write three name of existing products of the E-Commerce Applications.

Ans. Use an existing e-commerce package:
- When you have a tight deadline for a project, and you don't have a framework in place
- When a client has indicated a preference
- When the features match—if another system has all the features you need and want, and it works in a way you are comfortable with, then it would be more appropriate to use the existing system.

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- Include spelling mistakes to make the word harder to guess
- Consider using numbers in place of some letters
- Don't include personal information such as dates of birth, names of family, and so on

Q5. Write the property names that should be in authentication class.

Ans. Our user authentication class needs to:
- Process login requests
- Check to see if the user is logged in
- Log out the user
- Maintain information about the currently logged-in user

Q6. Write the template file names that the view for a page should consist.

Ans. The view for a page should consist of the following template files:
- Header
- Footer
- Page
We will also need some additional templates, depending on the page itself, including:

- 404 error template
- Login template
- “Page disabled” page

Q7. What is the importance of user experience?

Ans. Our customers’ experience on the stores powered by our framework is very important. A good user experience will leave them feeling wanted and valued, whereas a poor user experience will leave them feeling unwanted, unvalued, and may leave a bad taste in their mouths.

Q8. What is Wish lists?

Ans. Wish lists is a feature of E-Commerce are collections of desired products saved by customers to their user account, signifying interest without immediate intent to purchase.

Q9. What is Service Subscription Payment Method?

Ans. These are generally similar to one-click payments; you click on the subscription level, and then you pay. Most subscription services also make it easy to upgrade or downgrade accounts at any point, resulting in the customer being charged pro-rata based on how long their account was at each subscription level.

Q10. What is the purpose of Configuration File?

Ans. Configuration Files are files used to configure the parameters, initial settings & to store our database connection settings for programs.

Q11. What are Referral Discounts?

Ans. Referral discounts is a method of promoting products or services to new customers through referrals, usually word of mouth. Such referrals often happen spontaneously but businesses can influence this through appropriate strategies.

Q12. Give a list of three Domain Name Registrars?

Ans. Some popular registrars include:

- NameCheap ([www.namecheap.com](http://www.namecheap.com))
- GoDaddy ([www.godaddy.com](http://www.godaddy.com))
- 123-reg ([www.123-reg.co.uk](http://www.123-reg.co.uk))

Q13. In a webpage what kind of information is provided in the footer?

Ans. These kind of information is provided in the webpage footer:

- Site Map
- About Us & Contact Us Link
- Privacy Policy
- Terms of Service
- Address & Phone Number
Q14. What is the Shopping Basket?

Ans. An Electronic Shopping Basket is a software resource that functions as an interface for users that buy items from a business online. E-commerce websites use electronic shopping basket to facilitate purchasing by Web users.

Q15. Why E-Commerce Websites use Login?

Ans. Because,

- Friendly User Engagement
- A Hassle-Free Login to Websites
- Social Login Acts as a Potential Sharing Platform
- Social Media Login Offers Accurate Customer Data

Q16. What is the importance of PayPal in E-Commerce?

Ans. The importance of PayPal is:

1. Affordable transaction fees.
2. Quick set up and integration into your website.
3. Advanced security features to protect the buyer & seller, reducing transactional fraud & risk.
4. PayPal makes it easy for customers because they don’t need to re-enter card details every time they buy.