

**ASSESSMENT # 2**

**Total Marks: 30**

**Answer the following questions:**

**Q:1:** Short Questions: (18)

- I. What are the two types of software required for E-commerce?
- II. What is a webhost? How would you choose an appropriate webhosting company for your business?
- III. What does the term 'call to action' mean?
- IV. Outline the steps involved in the payment checkout process.
- V. What is CAPTCHA?
- VI. What is split and multivariate testing?

**Q:2:** Discuss some basic elements of E-commerce business? (12)