

10

Time: 2 Hours

Total Marks: 60

N.B:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q. 1.** (a) Explain the term E-Commerce. What are the main activities involved in it? (15)
(b) What are the various challenges of E-Commerce?

OR

- (c) Briefly describe characteristics of B2G model of E-Commerce. (15)
(d) Write a note on E-Commerce Sales Product Life Cycle (ESLC) Model.

- Q.2.** (a) Explain the role of website in B2C E-commerce. (15)
(b) What are the related new technologies used in E-Commerce?

OR

- (c) Discuss different types of E-CRM. (15)
(d) How Conventional and E-organization are different? Explain.

- Q.3.** (a) Write a note on web advertisements. (15)
(b) Justify an internet business with suitable examples.

OR

- (c) Briefly discuss the SET protocol for credit card payment. (15)
(d) Describe operational and legal risks of E-payment system.

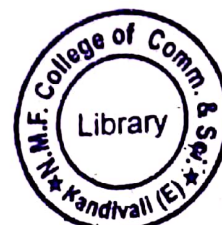
- Q.4. A) Fill in the blanks with appropriate options. (05)**

1) _____ is an Indian fashion e-commerce company.

- | | |
|------------|--------------|
| a) Myntra | b) Shadi.com |
| c) Grofers | d) Croma |

2) In Ecommerce, B2G stands for _____.

- | | |
|---------------------------|---------------------------|
| a) Business to Gramin | b) Business to Govern |
| c) Business to Geographic | d) Business to Government |



- 3) _____ website helps to find ideal hotel and compare its price.
 a) Trivago b) Trial
 c) Trust d) Trade
- 4) _____ benefit arises out of online shopping.
 a) Touch and Feel Experience b) Comparative shopping
 c) Substandard Goods d) All of these
- 5) _____ is the software security tools used for safety of network.
 a) Nmap b) Spam
 c) Neophyte d) Phishing

Q. 4. B) State whether the following statements are True or False. (05)

- 1) P2P is one of the models of E-Commerce.
- 2) Own website does not help in promotion of products.
- 3) Article marketing refers to writing and submitting articles to web article directories.
- 4) Firewall is one of the kinds of cyber-crime.
- 5) Private Key is used for data decryption.

Q. 4. C) Match the Column.

(05)

Group A	Group B
1) Fee-based B2C model	a) E-Marketing Technique
2) Pull marketing approach	b) Credit Risk
3) Pay Per Click Advertising	c) Cyber Law
4) Burglary	d) NetFlix
5) ECOWAS	e) Efforts to create brand loyalty

OR

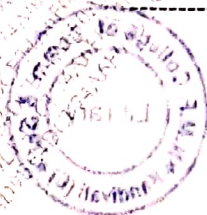
Q4. Write Short notes on (Any Three)

- 1) E-mail Abuse
- 2) Importance of Electronic Records as Evidence
- 3) Risk management approach to E-commerce security
- 4) Sources of Threats in E-commerce
- 5) Electronic Signature

(15)



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