

Paper / Subject Code: 66704 / E - Commerce

Time: 2 Hours

Total Marks: 60

N.B:

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

- Q. 1.** (a) Discuss the roadmap of E-Commerce in India. (15)
 (b) What are the benefits of E-Commerce to businesses in India.
OR
 (c) Explain the various characteristics of the B2G model of E-Commerce. (15)
 (d) With the help of a diagram, explain E-Commerce Sales Product Life Cycle (ESLC) model.
- Q.2.** (a) Elaborate on the various benefits of the website. (15)
 (b) Explain the various cons of Electronic Data Interchange (EDI).
OR
 (c) Elucidate the applications to CRM and E-CRM. (15)
 (d) Distinguish between conventional and E-organisation.
- Q.3.** (a) Explain the various web advertisements as traditional web promotion. (15)
 (b) Describe the pros of online shopping in India.
OR
 (c) What are the characteristics of the E-payment system? (15)
 (d) Briefly explain the risk management options for the E-payment system.
- Q.4. A) Fill in the blanks with appropriate options. (05)**
1. Sachin Bansal and Binny Bansal came up with an online company called _____.
 (a) Myntra (b) Nayaka (c) Meesho (d) Flipkart
 2. UX stands for ____ experience in website design
 (a) United (b) Ubex (c) User (d) Universal
 3. _____ is a secured 3 digit number required for credit card payments.
 (a) ATM pin (b) CVV (c) OTP (d) Password

4. _____ hackers hack to take control over the system for personal gains.
(a) Red-hat (b) Black-hat (c) Gray-hat (d) Blue-hat
5. Trojan horse is one of the types of _____ threats in e-Commerce.
(a) Technical (b) Individual (c) Business (d) Societal

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

- 1) B2B means the transaction between Business 2 Bombay.
- 2) Amazon is the major influencer of OTT platforms in the entertainment industry.
- 3) EFT stands for Electronic Fund Technology.
- 4) Cash is not an e-payment instrument.
- 5) Criminals who perform illegal activities on internet referred as data criminals.

Q. 4. C) Match the Column. (05)

Group A	Group B
1) Social Media	a) Snapdeal
2) Jeff Bezos	b) Hostile Applets
3) Kunal Bahl	c) YouTube
4) SET Protocol	d) Amazon
5) Web vandals	e) Plaintext

OR

Q4. Write Short notes on (Any Three) (15)

- 1) Hacking
 - 2) Electronic records
 - 3) Cyber Consumers and CPA 1986 in India
 - 4) Sources of threats
 - 5) Client server network security
-