

2 Hours

Total Marks: 60

- N. B.: 1. All questions are compulsory
2. Figures to the indicate full marks

- Q 1. a) Explain the roadmap of E-commerce in India
b) What are the benefits of E-commerce? 15
OR
c) Explain the characteristics of Business to Business (B 2 B)
d) With help of diagram explain the E-commerce Sales Product Life cycle
- Q 2. a) Elucidate the various reasons for building own website
b) Explain the arguments for (pros) Electronic Data Interchange (EDI) 15
OR
c) Highlight the applications to Customer Relationship Management
d) What are the differences between the Conventional organization and the E-organization? Explain
- Q 3. a) Discuss the various techniques of E-marketing
b) Describe the arguments against (cons) online shopping 15
OR
c) Elaborate the characteristics of E-payment service
d) Explain the operational and credit risks of E-payment system
- Q. 4 A) Fill in the blanks with the help of proper option 05
1. The 'Zappos' online shop is famous for ----- product
a) Shoe c) cosmetics
b) Medicines d) Jewellery
 2. ----- is one of the challenges of E-commerce towards customers
a) Quality Product c) Cost reduction
b) 24 x 7 d) Best price and deals
 3. Mr. Giffin and Mr. Riddings discussed ----- type/s of E-CRM in 2002
a) Operational c) Analytical
b) Collaborative d) All of these
 4. ----- advertisements are featuring a headline title destination URL and an optional photo
a) Mobile c) AdMob
b) Flash d) Reddit
 5. The main object of the encryption is to ----- the secrecy of store digital data
a) Disclose c) Protect
b) Open d) Verify

B) State whether the following statements are True or False

05

1. India first came into commercial interaction with the online E-commerce via the IRCTC.
2. Many of the people just visit the web page but do not necessarily purchase.
3. HTML is stand for Hyper Text Marketing Language
4. Linking objectives business strategies is one of the steps in online marketing.
5. Defacing of website means store data and files in the website

C) Match the Column

05

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|------------------------------|------------------------------------|
| 1. MILNET | a) New technology in E-commerce |
| 2. Drone delivery | b) Attack on Military Installation |
| 3. Payment Gateway | c) Military part of Network |
| 4. Cyber terrorism | d) Security tools |
| 5. Secure Socket Layer (SSL) | e) Participants in SET Protocol |

OR

Q 4. Short Notes (any Three)

1. Hacking
2. Protection of cyber consumer in India
3. Security Issues in E-commerce
4. New Software security tools
5. Benefits of electronic signature