M.com - I
SEM - II
SUB - E-commerce
Q. P. Code: 21605
MAY - 2018
2/6/18

(Time 2 Hours)   (Marks 60)

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

Q. 1   a) What is E-Commerce? Briefly outline the Roadmap of E-Commerce in India.   15
      b) Explain the E-Commerce Business Strategies for Marketing.

OR

   c) Discuss the various Concepts of other models of E-commerce.   15
   d) Describe in detail E-Commerce Sales Product Life Cycle (ESLC) Model.

Q2.   a) Elaborate the various benefits of websites.   15
     b) Define EDI. Explain the various cons of Electronic Data Interchange (EDI).

OR

   c) Elucidate the various applications of E-commerce and E-enterprise.   15
   d) What are the differences between Conventional and E-Organisation?

Q. 3   a) Explain the scope of E-Marketing.   15
      b) Justify an Internet business with the help of examples.

OR

   c) Describe the characteristics of E-payment system.   15
   d) Explain the Credit and Legal risks of E-payment system.

Q. 4 A. Fill in the blanks with the help of proper option   05

1. Sachin Bansal from IIT Delhi came up with an online company called----------------.
     a) flip kart   b) e-Bay   c) amazon d) snap deal
2. ---------------- is one of the online grocery stores, increasing popularity.
     a) mumbai.com b) punexpress.com   c) chennai.com   d) None of these
3. A ---------------- is the person or organization who wants to register the domain name.
     a) Clerk   b) Officer   c) Registrant   d) MLA
4. ---------------advertisements are appearing on Google's video-sharing site.
     a) share-it   b) My-space   c) Microsite   d) YouTube
5. In ---------------------the owner of the website loses control over his website and its content.
     a) Web designing   b) Web theft c) Web vandals   d) Web hijacking

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B. State whether the following statements are True or False.   05

1. If your key words are perfect your website can flash quickly.
2. Pull e-marketing takes the similar approach of push e-marketing.
3. The initial setting up of EDI is an easy and time saving process.
4. One of the prime disadvantages of online shopping would include the surprise factor.
5. Most of the Indian cyber-crimes are still brought under the relevant sections of IPC.

C. Match the following: 05

Group A	Group B
1. C2C	a. 6-second content
2. Drone delivery	b. VISA and MasterCard
3. Vine advertisements	c. unskilled hacker
4. SET Consortium	d. Bazi.com
5. Script kiddie	e. Australia Post

OR

Q 4 Write Short Notes on (any three)   15

a) Cyber Crime in India
b) Software Piracy
c) Protection of Cyber Consumers in India
d) Sources of threats in E-commerce
e) Client server network security