

Roll No.

(12/15-I)

9641

M. Com. EXAMINATION

(For Batch 2014 & Onwards)

(Third Semester)

E-COMMERCE

MC-301

Time : Three Hours

Maximum Marks : 60

Section A (Compulsory)

1. Write short notes on the following : $6 \times 2 = 12$

- (i) Concept of E-Commerce
- (ii) B2B Vs. B2C Commerce
- (iii) Hyper Text Markup Language
- (iv) Hyperlink
- (v) Digital Signature
- (vi) Carriage of goods.

Note : Attempt any *five* questions from this Section.

$5 \times 6 = 30$

2. What are unique features of E-Commerce ?
3. How E-Commerce has revolutionised modern business ?
4. What is a webpage ?
5. How does front page explorer work ?
6. What purchase procedure is adopted by industrial customers ?
7. What are the benefits of E-governance ?
8. What is the role of ISP in E-commerce ?
9. What do you mean by attribution of data messages ?

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Section C

Note : Attempt any *two* questions from this Section.

2×9=18

10. What are the opportunities in E-Commerce ?

Also discuss the challenges in E-commerce.

11. What are the features of front page editor ?

How can a webpage be created and added ?

12. Write in detail about web as a marketing and advertising channel. What are customer's concerns regarding online payment security ?

13. What are the major provisions of Information Technology Act, 2002 ?