

Paper no. – 12239

Your Roll No.....

Sr. No. of Question Paper :

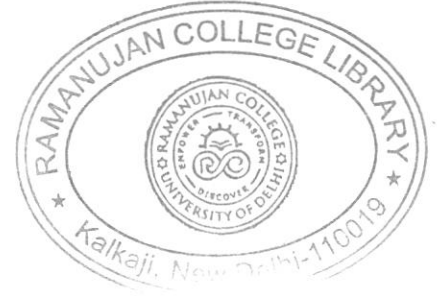
Unique Paper Code : 2414090006

Name of the Paper E-COMMERCE

Type of the Paper : GE

Semester: VII

Programme : GE UGCF



Duration: 3 hours

Maximum Marks: 90

Instruction for Candidates:

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions by selecting two parts from each question
3. All questions carry equal marks.
4. Part of the questions to be attempted together.
5. If question paper has Part - A / B / C (write appropriate direction).
4. Each question from Question 1 to 4 carries 18 marks (each part 9 marks)
5. Attempt three parts from Question number 5

Q1. A) Explain the concept and significance of E-Commerce. How has E-Commerce transformed traditional business practices? (9 Marks)

B) Describe in detail any three E-Commerce business models with suitable examples. (9 Marks)

OR

C) Define E-Commerce. Explain its characteristics and importance in modern business. (9 Marks)

D) Explain the applications of E-Commerce in Internet banking, insurance, utility bill payment, and online shopping. (9 Marks)

Q2. A) What is a URL? Explain DNS, WWW, and the role of Internet Protocols in website publishing. (9 Marks)

B) Explain different HTML text formatting tags, image tags, and hyperlink tags with proper examples. (9 Marks)

OR

C) What is an ISP? Explain its functions and importance. Differentiate between HTTP and HTTPS. (9 Marks)

D) Write HTML code to create a table, inserted image, and a hyperlink. Explain each tag used. (9 Marks)

Q3. A) Explain debit cards and e-wallets as e-payment methods. (9 Marks)

B) What is a payment gateway? Describe its working mechanism and advantages in online transactions. (9 Marks)

OR

C) Explain Electronic Fund Transfer (EFT). Describe the working of EFT in detail. (9 Marks)

D) Discuss emerging digital payment modes in detail. (9 Marks)

Q4 A) Discuss the major security issues in E-Commerce (9 Marks)

B) What are secure communication channels? Describe how SSL, TLS, HTTPS, digital certificates, and encryption algorithms work together to ensure confidentiality, integrity, and authentication in e-commerce transactions. (9 Marks)

OR

C) Discuss the role of building customer relationships in strengthening e-commerce businesses. Explain the use of CRM systems, personalized recommendations, loyalty programs, feedback systems, email/notification communication, post-sales support, and trust-building mechanisms. (9 Marks)

D) Explain various technology solutions for E-Commerce security. (9 Marks)

Q5) Write short notes on (Any three) (6*3=18 Marks)

- a) Encryption
- b) Digital certificates and their role in e-commerce security
- c) Working mechanism, benefits, and limitations of UPI Apps
- d) impact of security breaches on businesses and customers
- e) World Wide Web (WWW)