

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Five Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 Case study

20 Marks

Mr. Goyal has recently resigned from his job. He was working as Sales Manager in an FMCG company. He wishes to venture into an e-commerce business.

Questions:

- 1) Suggest a suitable e-commerce business to Mr. Goyal. Also give market analysis of the suggested e-commerce business.
- 2) What probable problems Mr. Goyal can face in the e-commerce business.?

Q2 Answer ANY TWO of the following

10 Marks

- (a) Discuss the scope of e-commerce.
- (b) Briefly explain B2C e-commerce model.
- (c) Write a note on advertising in e-commerce.

Q3 Answer ANY TWO of the following

10 Marks

- (a) Write a note on cost estimation and pricing in B2C e-commerce.
- (b) Elaborate the concept of order fulfilling and delivery in B2C e-commerce.
- (c) Discuss the post sales services in B2C e-commerce

Q4 Answer ANY TWO of the following

10 Marks

- (a) What is the need of B2B e-commerce?
- (b) Discuss the concept of EDI.
- (c) Write a note on web counters.

Q5 Answer ANY TWO of the following

10 Marks

- (a) What are the different electronic payment systems?
- (b) Discuss the concept of electronic purses.
- (c) Highlight the risk management options for e-payment system.

Q6 Answer ANY TWO of the following

10 Marks

- (a) What are the different types of risks in e-commerce?
- (b) Write a note on Firewall.
- (c) Discuss the various cyber laws in India and their limitations.

Q7 Answer ANY TWO of the following

10 Marks

- (a) What are the new business models in e-commerce?
- (b) Write a note on e-commerce channel conflicts.

- (c) Elaborate various ethical issues in e-commerce.

Q8 Answer ANY THREE of the following

15 Marks

- (a) E-marketing
- (b) Smart card
- (c) Catalogues in e-commerce
- (d) Digital Wallets

Note: A Student has to separately secure minimum 50% marks in the Internal assessments and secure minimum 50% marks in the Semester End Examination in every subject to be declared as Pass.