

Exam. Code: 217604

Subject Code: 5569

M.Com. 4th Semester (Batch 2020-22)

E-COMMERCE

Paper-MC-402

Time Allowed—3 Hours] [Maximum Marks—100

Note :- Attempt **FIVE** questions in all, selecting at least **ONE** question from each Section. The **fifth** question may be attempted from any Section. All questions carry equal marks.

SECTION—A

1. Identify unique features of e-commerce technology and its business significance. How it is important in modern business ?
2. Explain various e-business models in detail with suitable examples.

SECTION—B

3. What do you mean by payment gateways ? Explain its advantages and disadvantages.
4. Differentiate between pure online and brick and click business. Describe tools for promoting websites in online business.

SECTION—C

5. What do you mean by cyber laws ? Explain features of IT Act 2000.
6. Explain various security issues related to e-commerce in India. Also give the suggestions to improve upon.

SECTION—D

7. Explain various types of Revenue models of e-commerce. Are they really effective in present times ?
8. Elucidate various emerging trends in e-business which are dominating this entire market.