

Question Paper consists of Part-A and Part-B

Answer ALL the question Part-A and Part-B

PART-A(10X2=20M)

	Marks	CO	BL
1. a) What is the role of Information Technology in e-commerce?	(2M)	CO 1	L1
b) What is the use of the database layer in an E-commerce system?	(2M)	CO 1	L1
c) What are the limitations of traditional retailing and E-commerce?	(2M)	CO 2	L1
d) How do online auctions benefit sellers and buyers?	(2M)	CO 2	L1
e) What is an Electronic Payment System (EPS)?	(2M)	CO 3	L1
f) Give two examples of industries where EDI is commonly used?	(2M)	CO 3	L1
g) What is a computer virus in the context of e-commerce?	(2M)	CO 4	L1
h) Define the term "Network Security"?	(2M)	CO 4	L1
i) What is the role of social issues in e-commerce?	(2M)	CO 5	L1
j) Write any one ethical dilemma faced in online commerce?	(2M)	CO 5	L1

PART-B(5X10=50M)

2a. Explain the key developments in Information Technology that have influenced the growth of e-Commerce.	(5M)	CO 1	L2
b. What is the Architectural Framework of Electronic Commerce? Explain its significance.	(5M)	CO 1	L2
(OR)			
3a. How does Electronic Data Interchange improve business efficiency? Provide examples.	(5M)	CO 1	L2
b. Explain the role of Internet Commerce in expanding global business opportunities.	(5M)	CO 1	L2
4a. Explain the role of online auctions in Business-to-Business (B2B) e-commerce.	(5M)	CO 2	L2
b. What are the Key Success Factors (KSFs) for e-retailing	(5M)	CO 2	L2
(OR)			
5a. How do e-entertainment services contribute to e-commerce.	(5M)	CO 2	L2
b. Discover the challenges faced by traditional retailing in the digital age.	(5M)	CO 2	L4
6a. Describe different types of electronic payment systems (EPS) used in e-commerce.	(5M)	CO 3	L2
b. How do funds transfer processes (FTP) and security protocols work together in electronic payment transactions (EPS)	(5M)	CO 3	L2

(OR)

- 7a. Describe how SSL/TLS protocols ensure secure communication in EPS. (5M) CO 3 L2
b. What is Electronic Data Interchange (EDI) and how does it work in supply chain management. (5M) CO 3 L2
- 8a. Explain the concept of cybercrime and its impact on organizations. (5M) CO 4 L2
b. What is a proxy server and how does it contribute to network security. (5M) CO 4 L2

(OR)

- 9a. How does encryption help in securing network communication. (5M) CO 4 L2
b. Distinguish between network firewalls and application firewalls. (5M) CO 4 L3

- 10a. What are the basic ethical concepts that apply to e-commerce? Illustrate with examples. (5M) CO 5 L2
b. What are the importance of privacy in e-commerce? How is customer data collected and used? (5M) CO 5 L2

(OR)

- 11a. Define the major ethical dilemmas faced by online businesses. (5M) CO 5 L3
b. Explain the ethical, social, and political issues in e-commerce using a suitable model. (5M) CO 5 L2
