

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Web Technologies and Multimedia) (Sem.-5)

E-COMMERCE

Subject Code : BVWM503-19

M.Code : 90849

Date of Examination : 23-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. **SECTION-C** contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Explain the following :

- a) Classify E-commerce on the basis of transactions.
- b) Who are the stake holders of Ecommerce information systems?
- c) Differentiate between E-Commerce and M-commerce.
- d) Digital signature.
- e) What are the risks involved in Electronic payment system?
- f) List any four applications of C2C Ecommerce.
- g) E-Brokerage.
- h) SET Protocol.
- i) What is search engine? How it promotes Electronic Commerce?
- j) Digital Money.

SECTION - B

2. What is the importance of E-Commerce? Discuss the factors affecting E-Commerce.
3. Write about ethical, political and social issues in E-commerce.
4. Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems?
5. What is EDI? Discuss its layered structure.
6. Explain the various categories of E-commerce in brief.

SECTION-C

7. Explain the E-Commerce architecture and its components in detail with the help of a diagram.
8. What is online Payment System? Highlight all the platforms used for making payment in online market.
9. Highlight the application of E-Commerce in Digital advertising, Auctions, Finance and Service Sector.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.