

[This question paper contains 2 printed pages.]

Your Roll No.....

आपका अनुक्रमांक.....

Sr. No. of Question Paper : 733

I

Unique Paper Code : 6322482301

Name of the Paper : E-Commerce (DSC-7)

Name of the Course : **B.Voc.-Retail Management
& IT**

Semester : I

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions carry equal marks.
3. Attempt five out of the given questions.

1. What is social commerce, and how is it reshaping online shopping experiences? (8,10)
2. What are the advantages of electronic payment systems over traditional payment methods? (9,9)

P.T.O.

3. Define E-commerce. What is the application of E-commerce in B2B and B2C sector? (8,10)
4. Define encryption and decryption in the context of e-commerce security. Discuss the concept of end-to-end encryption and its importance in securing data during transmission. (8,10)
5. What are the various ethical considerations of E-commerce? How do businesses address issues of online fraud and cyber security in an ethical manner? (9,9)
6. How do technological advancements, such as AI and block chain, impact the security and efficiency of e-commerce transactions? (9, 9)
7. Write short note- (6x3=18)
 - a) Digital money/ E-Money
 - b) Cyber security measures
 - c) Challenges of E-commerce