[2 – Pages]

Your Roll No……………………………

Sr. No. of Question Paper : **13351**

Unique Paper Code : 2414090006

Name of the Paper E-COMMERCE

Type of the Paper : GE

Semester: VII

Programme : GE UGCF

Duration: 3 hours

Maximum Marks: 90

Instruction for Candidates:

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions by selecting two parts from each question
3. All questions carry equal marks.
4. Part of the questions to be attempted together.
5. If question paper has Part - A / B / C (write appropriate direction).
4. Each question from Question 1 to 4 carries 18 marks (each part 9 marks)
5. Attempt three parts from Question number 5

Q1. A) Define E-Commerce. Discuss its advantages and limitations. How does it differ from traditional commerce? (9 Marks)

B) Explain any four E-Commerce Business Models with real-life examples. (9 Marks)

OR

C) What factors should be considered while designing an E-Commerce website? Explain website planning, layout, product catalog, and user interface design. (9 Marks)

D) Describe the various functions of E-Commerce such as marketing, order processing, inventory management, and customer support. (9 Marks)

Q2. A) Explain the structure and features of HTML forms. Discuss input fields, buttons, and text areas. (9 Marks)

B) What is CSS? Explain the three types of CSS with suitable examples. (9 Marks)

OR

C) Explain the importance of website layout, navigation structure, and user interface (UI) design in web development. (9 Marks)

D) Explain different HTML text formatting tags, image tags, and hyperlink tags with proper examples. (9 Marks)

Q3. A) Discuss the structure, components, uses, and security features of smart cards. (9 Marks)

B) What is a payment gateway? Explain its architecture and describe the steps involved in online payment processing. (9 Marks)

OR

C) Explain E-wallets. Discuss different types of e-wallets, their benefits, and challenges.

(9 Marks)

D) Explain Electronic Fund Transfer (EFT). Describe its methods and importance in digital payments. (9 Marks)

Q4 A) Discuss the major security issues in E-Commerce (9 Marks)

B) What are secure communication channels? Describe how SSL, TLS, HTTPS, digital certificates, and encryption algorithms work together to ensure confidentiality, integrity, and authentication in e-commerce transactions. (9 Marks)

OR

C) Discuss the role of building customer relationships in strengthening e-commerce businesses. Explain the use of CRM systems, personalized recommendations, loyalty programs, feedback systems, email/notification communication, post-sales support, and trust-building mechanisms.

(9 Marks)

D) Explain various technology solutions for E-Commerce security.

Q5) Write short notes on (Any three) (6*3=18 Marks)

a) Encryption
b) Digital certificates and their role in e-commerce security
c) impact of security breaches on businesses and customers
d) World Wide Web (WWW)
e) Emerging digital payment systems such as UPI Apps, AEPS, BHIM App, M-Paisa, PayPal, and cryptocurrencies