

Unique Paper Code : 2923062003
Name of the Paper : E-Commerce
Name of the Course : Bachelor of Management Studies
Semester : VII
Duration : 3 hours
Maximum Marks : 90 Marks

Instructions:

1. Attempt any five questions.
2. All questions carry equal marks.

Q.1 (a) Define E-Commerce. Explain its meaning, scope, and evolution. Also, briefly discuss the growth of E-Commerce in India with suitable examples. (9)

(b) Discuss the advantages and disadvantages of E-Commerce for businesses and consumers. Explain how E-Commerce has changed buying and selling practices. (9)

Q.2 (a) Explain the Information Technology Act, 2000. Discuss its relevance and implications for the growth and regulation of E-Commerce in India. (9)

(b) UrbanCart is an Indian digital platform that connects manufacturers, retailers, individual sellers, consumers, and government service providers through a single online interface. The platform allows manufacturers to sell products in bulk to retailers, consumers to purchase goods directly from brands, individuals to sell pre-owned products, freelancers to offer services to companies, and citizens to access government services such as utility bill payments and certificate applications.

Based on the above case: Identify and explain any three E-Commerce business models applicable to UrbanCart from the following: B2B, B2C, C2C, C2B, and G2C. For each identified model, explain how it operates in practice with suitable real-life or Indian examples. (9)

Q.3 (a) Explain the role of Internet and networking technologies in E-Commerce. Discuss communication switching and Internet Protocol Suite. (9)

(b) What is IPv6? Explain its features and advantages over IPv4 in the context of future E-Commerce applications. (9)

Q.4 (a) Explain the working of search engines and software agents in E-Commerce. (9)

(b) Describe various electronic payment systems used in E-Commerce. (9)

Q.5 (a) Explain web hosting and discuss different types of web hosting services including VPS and domain management. Highlight their uses and relevance for business websites. (9)

(b) Explain the importance of DNS and bandwidth control panels especially for an E-Commerce website. (9)

Q.6 (a) Explain the role of websites in B2C E-Commerce. Discuss website strategies and business goals for successful E-commerce companies. (9)

(b) Why is site structure important in E-Commerce websites? Explain briefly. (9)

Q.7 (a) Define Search Engine Optimization (SEO). Explain how search engines such as Google and Bing operate, highlighting the main stages of crawling, indexing, and ranking. Also, briefly discuss crawling techniques used by search engines, with reference to how e-commerce websites (such as Amazon, Flipkart, or Myntra) are discovered and updated in search results. (9)

(b) Discuss keywords, queries, and keyword research in SEO. (9)