2858   *Your Roll No. ....*

M.COM. : SEMESTER – IV (OC)   F

Paper No. – 7212

E-Commerce

Time : 3 Hours   *Maximum Marks : 100*

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt **all** questions.
All *questions carry equal marks.*

1.   Attempt any **two** of the following :

(a) Explain the term "e-commerce"? How e-commerce is getting popular now a days ?

(b) Explain various models of B2G and B2C in e-commerce.

(c) Define "Supply Chain Model". Explain any two models of supply chain.

P.T.O.

2. Attempt any **two** of the following :

(a) Explain the significance of strategies and goal during the website development.

(b) What is E-mail security ? Explain with example.

(c) What is digital Cash ? How it is different from real money ?

3. Attempt any **two** of the following :

(a) Explain different type of authentication techniques, processes and methodologies for internet banking.

(b) Explain the security issues related to e-commerce.

(c) What is digital envelope ? How it works ?

4. Attempt any **two** of the following :

(a) What are the challenges of M-Commerce ?

(b) Write down pros and cons of IT Act.

(c) What are the critical components for optimizing a website ?

5. Attempt any **four** of the following :

(a) HTTP

(b) CDMA

(c) Mobile Money

(d) M-Governance

(e) E-Payment

(f) Green Computing

(g) Mobile CRM

(100)