

[This question paper contains 3 printed pages]

Your Roll No. :.....

Sl. No. of Q. Paper : 4154 **G**

Unique Paper Code : 7212

Name of the Course : **M.Com.**

Name of the Paper : E-Commerce

Semester : IV (OC)

Time : 3 Hours **Maximum Marks : 100**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
- (b) Answer **all** questions.
- (c) **All** questions carry equal marks.

1. Attempt any two of the following :

- (a) Explain the importance of e - commerce in Business Application.
- (b) Discuss the impact of B2C on business processes.
- (c) What are principles used in developing e-commerce website. Explain with the help of suitable example.

P.T.O.

2. Attempt any **two** of the following :
- (a) Define EDI. What are its various components and features ?
 - (b) Explain the need of protocols in the context of internet. Explain any three protocols.
 - (c) Explain various features and advantages of electronic payment system.
3. Attempt any **two** of the following :
- (a) Describe the role of Social media of e-Commerce industry.
 - (b) What is Digital signature ? How it works ?
 - (c) Explain various security tools used in e-commerce.
4. Attempt any **two** of the following :
- (a) What are the silent provisions of cyber law ?
 - (b) What are the critical components for optimizing a web site ?
 - (c) What are the challenges of e-commerce testing ?

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

- (a) WWW
- (b) Mobile Money
- (c) Cloud Governance
- (d) Internet protocol
- (e) Firewall