Roll No. ....

Subject Code—6898

M. Com. (Second Year) EXAMINATION

(Main)

E-COMMERCE

MC-201

Time : 3 Hours   *Maximum Marks : 70*

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) What is HTML ?

   (b) Differentiate between B2B and B2C commerce.

   (c) What is smart card ?

   (d) What is a domain name ?

   (e) List out the functions of a web-browser.

   (f) What is ISP ?

   (g) What is a pop-up ?

(h) What is banner advertising ?

(i) What is a home-page ?

(j) List out the payment security tools available.

2. Define e-Commerce. What product characteristics necessitate the usage of e-commerce ? Describe the current status of e-commerce in India.

3. What are benefits of e-commerce to consumers as well as sellers ? How do e-commerce tools serve as an opportunity or a threat to traditional businesses.

4. (a) What is a hyperlink ?
   (b) How are pages added or deleted using Page Editor ?

5. Describe the sale procedure adopted by sellers using e-commerce.

6. What is supply chain management system ? How does SCM use e-commerce tools ?

7. Elaborate different types of cyber crimes in e-commerce. What remedies are available to buyers in resolving various issues under the Information Technology Act ?

8. Write notes on the following :
   (a) Advertising on the net
   (b) Digital Signatures
   (c) EDI.