

Roll No.

Subject Code—8132

M. Com. (Second Year) EXAMINATION

(Main/Re-appear Batch 2009 Onwards)

MC-201

E-COMMERCE

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Define Affiliate Tracking in e-Commerce.
2. Define HTML and its features.
3. Discuss Digital signatures.
4. Trace the growth of e-Commerce in India over recent years.
5. How can the risk involved in online payment may be reduced by Internet Governance ?

6. Discuss Cyber Laws.
7. What are various issues in implementing e-Commerce ?
8. Discuss retention of Data Messages.
9. Discuss main objectives of Information Technology Act, 2002.
10. Discuss various methods of Electronic Payments.

Section B

Note : Attempt all the questions.

11. Explain scope of B2C e-commerce over mobile phones.

Or

Explain features of front page editor in detail.

12

12. Explain web as an advertising and marketing channel.

Or

Explain role of credit and debit cards in over expending usages of the same. How encryption provide solution for security threat of online transactions. 12

13. Discuss formation and validity of contract according to Information Technology Act, 2002. Also discuss powers of central government to make rules Information Technology Act, 2002.

Or

Discuss Cyber Crimes and Cyber Laws in detail. 11