

MAJOR ELECTIVE COURSE- I E –COMMERCE OPERATIONS

Maximum: 75 Marks

ALL questions carry EQUAL marks

(10 × 1 = 10)

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define E-commerce. Explain the features of E-commerce.	K1	CO1
	(OR)			
	11.b.	Discuss the benefits of E-commerce for consumers and businesses.		
2	12.a.	What are the differences between B2B and B2C models in E-commerce?	K2	CO2
	(OR)			
	12.b.	Write a short note on portals in the early stages of E-commerce.		
3	13.a.	What is E-advertising? Give examples of commonly used E-advertising tools.	K3	CO3
	(OR)			
	13.b.	Distinguish between traditional and e-marketing		
4	14.a.	What are the requirements of a digital payment system? Narrate it.	K4	CO4
	(OR)			
	14.b.	Explain the operations in e-banking with example.		
5	15.a.	Write a short note on rights and obligations of parties in e-commerce.	K2	CO5
	(OR)			
	15.b.	What is global mobile e-commerce? Mention its challenges		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the impact of internet penetration in India on the growth of E-commerce.	K5	CO1
2	17	Enumerate the various types of e-business models with suitable examples.	K4	CO2
3	18	Identify the major marketing issues in e-marketing and suggest possible solutions.	K3	CO3
4	19	Evaluate the benefits of e-payment systems to both buyers and sellers.	K2	CO4
5	20	Explain the major components of the legal framework for e-commerce.	K3	CO5

Z-Z-Z

END