BCOS-184

Bachelor of Commerce Online(BCOMOL)

E - Commerce

Duration : 3 Hrs

Maximum Marks:100

Section A: Short Answers (Total Marks 5x4=20)

Attempt any five questions from seven options available. Each Question carries four marks.

1. What are the facilities that artificial intelligence is providing to E-commerce?

2. What are the three main vision areas of Digital India Programme (DIP)?

3. List and explain the various risks involved in E-payment.

4. Distributed Ledger Technology is revolutionizing the world. Justify the statement.

5. What are the various types of Cyber threats.

6. Describe Cyber forensics with the help of suitable example.

7. Explain the process pertaining to acknowledgement and dispatch of electronic records.

Section B: Medium Answers (Total Marks 5x10= 50)

Attempt any five questions from seven options available. Each Question carries ten marks.

8. Explain any 5 different types of E-Commerce.

9. What is a payment gateway? Discuss its relevance in e-Commerce. With the help of suitable example.

10. Compare Internet with WWW, and write the various steps of the website development process

11. Why is customer engagement and retention an important tool for an ecommerce business? Elucidate with the help of an illustration.

12. What is an operating system? Explain the two most commonly used operating systems.

13. What is E-tailing. Explain the 7C's of retail mix.

14. Explain the term FinTech. What are the various technologies used by FinTech?

Section C: Long Answers (Total Marks 2x15= 30)

Attempt any two questions from three available options. Each Question carries fifteen marks.,

15. Explain E-publishing, and describe online publishing strategies.

16. Describe the various types of Apps. Write steps for the development of App.

17. What is IT act 2000? How IT act 2000 facilitates security in e-Commerce.