

**POST GRADUATE CERTIFICATE IN
CYBERLAWS**

**Term-End Examination
June, 2011**

MIR-013 : COMMERCE AND CYBERSPACE

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Answer all the questions from Part-A. Each question carries 2 marks.*
- (ii) *Answer any five questions from Part-B. Each question carries 10 marks.*
- (iii) *Answer any two questions from Part-C. Each question carries 15 marks.*

PART - A

1. *Explain the following in brief* **2x10=20**
- (a) Mention the different types of E commerce models.
- (b) Electronic Clearing Services (ECS)
- (c) What are microsites ?
- (d) Feedback forms
- (e) E - consumer
- (f) Access contracts
- (g) Name some Gnutella clients
- (h) Web crawling
- (i) Spandexing
- (j) Domain names

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PART - B

2. Answer *any five* questions. Each question carries ten marks. **5x10=50**
- (a) Explain the process of electronic fund transfer.
 - (b) Write a note on different advertising tools with examples.
 - (c) Explain E-consumer support and service.
 - (d) What are the essential features of a valid contract ?
 - (e) Distinguish between passive websites and interactive website.
 - (f) Explain the concept of linking. Differentiate surface linking and deeplinking.
 - (g) Distinguish between Web casting and Broad casting.
 - (h) Explain the situations in which keyword linked advertising can lead to trade mark infringement.

PART - C

3. Answer *any two* questions. Each question carries **15 marks.** **2x15=30**

- (a) Explain the process of working of a search engine.
 - (b) Explain the meaning, purpose and elements of Digital Right Management (DRM).
 - (c) Explain the various P2P networks and their legal implications.
 - (d) Explain the different forms of online contracts.
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