PC-3662/M

N-3/2050
E-COMMERCE–322
(Semester–VI)

Time : Two Hours]   [Maximum Marks : 75

Note : Attempt any *four* questions. All questions carry equal marks.

I. (a) How E-Commerce is important for routine life ? Explain its various disadvantages also.

   (b) Compare and contrast E-Commerce and traditional commerce.

II. (a) Explain the framework of Electronic commerce in detail.

   (b) Write about the anatomy of E-Commerce Applications.

III. (a) How you will define World Wide Web as the architecture.

   (b) Write a detailed note on Hypertext publishing.

IV. (a) Explain various consumer-oriented applications.

   (b) Explain Merchant's perspective for E-commerce.

V. (a) How new-age information based marketing is carried out ? Explain.

   (b) Which are the guidelines for Internet advertising ?

VI. (a) Explain various types of electronic Payment systems.

   (b) Explain how "smart-card" to pay electronically ?

VII. (a) What are the various risks associated with electronic payment systems.

   (b) How "Electronic Data Interchange" is important for any business ? Explain.

VIII. Explain various legal, Ethical and public issues for E-Commerce.

IX. Explain :

   (a) Credit Card based payment systems.

   (b) Security and Web.

   (c) Online Marketing Process in brief.

   (d) Media Convergence.

   (e) WWW as architecture.

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