

2/SEC-182 Syllabus-2023

2026

(May-June)

FYUP : 2nd Semester Examination

SKILL ENHANCEMENT COURSE

(E-Commerce)

(SEC-182)

Marks : 56

Time : 2½ hours

*The figures in the margin indicate full marks
for the questions.*

SECTION—A

(Marks : 16)

1. Answer any four of the following questions :

4×4=16

- (a) Distinguish between Traditional banking and E-banking system.**
- (b) "Despite its rapid growth, e-commerce is not suitable for every business or every consumer." Identify and explain any four limitations of e-commerce that restrict its universal adoption.**

- (c) Highlight any four major challenges involved in conducting transactions over the internet.
- (d) State the role of digital certificates and encryption in ensuring the integrity of e-payment transactions.
- (e) Briefly explain any four significant measures that an e-commerce company should take to protect its customers' personal and financial data.
- (f) Define cross-border e-commerce and outline any two characteristics that distinguish it from domestic e-commerce operations. $2+2=4$

SECTION—B

(Marks : 40)

Answer any *four* of the following questions :

$10 \times 4 = 40$

2. Trace the brief history of e-commerce in India and explain the major challenges faced by small enterprises in implementing e-commerce in the country. $5+5=10$
3. What are the different types of e-commerce? Explain each type with example and mention how each benefitted the stakeholders involved. $2+4+4=10$

4. What are the salient features of laws relating to online transactions in India? Discuss the ethical issues in e-commerce. $5+5=10$
5. Discuss the impact of e-commerce on marketing and explain the concepts of e-advertising and e-branding with suitable examples. $4+3+3=10$
6. Describe in detail the process of transactions through the internet and explain the requirements of an effective e-payment system. $5+5=10$
7. Write short notes on the following : $5+5=10$
- (a) Intellectual property in online business
- (b) Data encryption
