

2/SEC-182 Syllabus-2023

2 0 2 4

(July/August)

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* questions from the following : 4×4=16

- (a) Explain briefly any four demerits of e-commerce.
- (b) Discuss briefly the opportunities of e-commerce in India.

(2)

- (c) What are the precautions that need to be taken before making online payment?
- (d) Distinguish between credit card and debit card.
- (e) Write a brief note on cyber laws in India.
- (f) What is social media marketing (SMM)? Give any two channels of SMM. 3+1=4

SECTION—B

(Marks : 40)

Answer any **four** questions

2. Elucidate any five models of e-commerce. 10
3. Explain the characteristics of e-commerce. State the advantages of e-commerce over traditional commerce. 6+4=10
4. What is electronic payment system (EPS)? Describe the different modes of EPS. 2+8=10

(3)

5. Discuss the service provided by e-banking. Give the advantages and disadvantages of e-banking. 6+(2+2)=10
6. Elaborate in detail the various tools that can be implemented to protect the e-commerce communication channel. 10
7. What are intellectual property rights (IPR)? Discuss any four types of IPR. 2+8=10
