

Roll No. ....

Total Pages : 02

**SMS/M-20**  
**E-COMMERCE**  
**IT-405**

**13078**

Time : Three Hours]

[Maximum Marks : 70

**Note** Attempt Five questions in all, selecting one question from each Unit. Q. No is compulsory. All questions carry equal marks.

1. (a) What do you understand by E-payment?  
Differentiate between credit cards and debit cards. **4**
- (b) What are the limitations of e-Commerce ?
- (c) List the security measures to be considered for any B2B e-commerce system. **4**
- (d) What factors make the Internet useful for EDI ? **4**
- (e) What is digital signature ? **4**
2. What is supply chain management? Write a note on application of e-Commerce to supply chain management. **10**
3. Define the term e-Commerce. What are the significant issues in implementing electronic commerce in an organisation ? What are the benefits of e-Commerce to consumers ? Discuss **10**

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4. What do you understand by Electronic Data Interchange (EDI) ? What are the advantages of using EDI over paper system? What are the problems in successful implementation of EDI ? Discuss. **10**
5. What are the security threats to e-Commerce system ? What are the mechanisms to protect and prevent e-Commerce systems from undesired attacks and unauthorized access ? Discuss. **10**
6. (a) What is electronic cheque ? Discuss. **5**  
(b) What is Electronic Market Place ? What are the desirable characteristics of an Electronic Market Place ? **5**
7. Write notes on the following :  
(a) Digital Marketing **5**  
(b) B2C e-Commerce. **5**
8. What is a computer network? What are the security issues in using public network for B2B trading ? Discuss. **10**
9. (a) What are the characteristic features of online marketing ? Discuss. **5**  
(b) What are the reasons for slow acceptability of EDI for trading ? Discuss. **5**

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