

Subject Paper Code : 52413401 SET- 1
Name of the Paper : E-Commerce
Name of the Course : B.Com
Semester : IV (CBCS)
Duration : 2 Hours Maximum Marks: 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. You have to attempt 4 questions out of the 6 given. All questions carry equal marks.
3. Answers may be written in English or in Hindi; but the same medium should be used throughout the paper

Q.1. A person named 'X' has a garment shop in Karol Bagh. His sales have got affected due to Pandemic Covid-19. He decides to increase his sale by using various means. Suggest what all different methods are available to increase his sales? Justify which mode/method he should adapt.

Q. 2. Explain the appropriate E-Commerce model involved and its detailed working for a customer doing online reservation of an airline ticket for himself.

Q. 3. An engineer is told by its employer to build a new internet protocol. Being a subject matter expert, you need to explain him the architecture of internet and how the internet works internally. Elaborate.

Q. 4. Mr. P tried to purchase a consumer goods item from an online selling site through his credit card. At the last step of payment he received an error message that his order is declined as the selling site didn't get the payment. Mr. P realized that the money got debited from his credit card. Explain the e-commerce entities involved in the background transaction. Also explain in detail where the money is residing and how the automatic refund works.

Q. 5. Explain the system architecture of E-Commerce by looking at it as a set of layers with the physical network at the bottom layer and applications at the top layer.

Q. 6. Though the usage of online payments is increasing, the risk of using credit cards and online payment is also increasing. To protect the rights of the parties involved in e-commerce business, government has made many rules, regulations and laws. Explain the relevant Acts involved.

