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School of Management and Business Studies
Jamia Hamdard
MBA III Semester Examination - December 2025

Subject Name: E Commerce **Max. Marks: 60**

Subject Code: MBA-GE-IT-03 **Time: 2.5 Hours**

Attempt any Five Questions. All questions carry equal marks (5 x 12 = 60)

Q1: Discuss the advantages and disadvantages of E-Commerce from the perspective of customers, businesses, and society. Provide a balanced critical analysis by illustrating the benefits. along with challenges .

Q2: Explain the Architectural Framework of an E-Commerce system in detail. Describe the major layers including the Presentation Layer. Application Layer. Data Layer. Communication Layer, Integration Layer, and Security Layer. Support your answer with relevant examples demonstrating how these layers interact to deliver real-time transaction processing.

Q3: Assume you are an Information Security Manager of an online banking platform. Prepare a detailed cyber-security protection framework to safeguard customer data, payment operations, network systems, and mobile transactions. Explain preventive and corrective strategies, technology requirements, risk assessment, and incident response plans

Q4: Discuss the components and process flow of Customer-to-Merchant (C2M) payments in the E-commerce ecosystem. Explain in detail the roles of payment gateways, merchant accounts, and settlement processes, describing the authorization and clearing stages with illustrations from Razorpay, PayU, and Stripe

Q5: Discuss the scope and industry applications of M-Commerce across sectors such as banking, retail, education, healthcare, travel & transportation, entertainment, and government services. Evaluate how M-Commerce innovations have improved efficiency, accessibility, and customer engagement in each industry.

Q6: Explain the evolution and development of the architectural framework of E-Commerce, starting from Monolithic Architecture to Two-Tier, Three-Tier, and Multi-Tier (N-Tier) architectures. Discuss the major advantages and drawbacks of each architectural stage and critically analyze why modern digital enterprises prefer microservices-based multi-tier architecture for scalability and flexibility

Q7: Explain the concept of cybercrime in the context of E-Commerce. Discuss major threats such as hacking, identity theft, fraud, phishing, spoofing, spamming, and cyber vandalism. Illustrate your answer with real-world cyberattack examples and highlight preventive strategies.

Q8: Compare traditional payment systems such as cash, cheque, and card-based payments with modern digital payment modes such as UPI, QR, blockchain, and biometric authentication. Discuss efficiency, cost, convenience, security, financial inclusion, and future sustainability.