

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2023
B. Com (Hons.) III Semester
E-Commerce (BCH301)

Roll No...

Duration: 3 Hour

Maximum Marks: 75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

1. What are the reasons for growth of E-Commerce marketing?
2. What are the main key elements of a business model?
3. What do you mean by E-commerce security? Why it is needed?
4. What is sniffing?
5. What do you understand by Digital Signature Certificates as per IT Act 2000? What purpose does this certificate serve?
6. Define the term Subscriber? Explain the duties of a Subscriber under IT Act 2000.
7. Explain the concept of payment gateways in E-Commerce.
8. What are the reasons of going online by business organizations? Explain.
9. Explain the concept of IOT.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

1. Going online is a necessary for marketers these days, not a choice,". Do you agree with this statement? Support it in the light of the nature and importance of E-Commerce Marketers?
2. What do you mean by E-commerce security? What are various cyber attacking methods? Discuss in detail.
3. What is meant by Digital Signature? State the procedures of creation and verification of digital signature.
4. What do you mean by e-payments? What are the risks involved in e-payments?
5. How online services is providing boost to various sectors such as Finance, Travel, Education, Career, Publishing and Entertainment? Explain.
6. What do you mean by Online Shopping? What are the factors that the Online Shopping Platforms such as Amazon, Alibaba, Flipkart etc. keep in mind while designing, developing and delivering the products and services?