

TIME: 03 Hours

Maximum Marks: 75

Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper.

Attempt any 5 questions out of 8 (15*5=75)

1. (a) Amazon is a major international giant player in the field of online shopping. Discuss the Business Model of Amazon citing relevance from its money making mantra. (10 marks)
(b) Briefly describe the following terms: (5marks)
 1. GSM,
 2. GPRS
 3. WiMax
 4. RFID
 5. UWB
2. Elucidate the concept of big data in E-Commerce Technology and its applications citing suitable examples (15 marks)
3. (a) Discuss the various security issues that prevail in E-Commerce (10 marks)
(b) What are the various online security measures that can be used in tackling these security issues (5marks?)
4. Explain the various factors that have led to a great success of M-Commerce from the Indian market perspective (15 marks)
5. (a) What is Peer to Peer Payment system- Explain with examples (10 marks)
(b) Briefly explain the term 'E-wallet' by quoting relevant examples (5 marks)
6. As an E-Commerce student discuss the various successful strategies of 'Swiggy' – Online food ordering app in Indian market (15 marks)
7. (a) Differentiate between E-Business and E-Commerce at length (7 marks)
(b) With the help of examples highlight the various unique features of E-Commerce (8 marks)
8. (a) Discuss the current scenario of Digital Payment Landscape in India as of 2018 with its trends and future in Indian economy. (8marks)
(b) What is Inter Bank Transfer in India; explain in the light of RTGS & NEFT (7 marks)

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