

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 What is E-Commerce? Explain different types of E-Commerce Transactions (14)

Q:2 Explain various hurdles in the growth of E – Commerce (14)

OR

Q:2 Explain how Traditional commerce differs from E-Commerce (14)

Q:3 Explain the Value Chain Business Model of E- Commerce (14)

OR

Q:3 Explain the Advertising Business Model of E-Commerce (14)

Q:4 Explain various E – Payments models (14)

OR

Q:4 Explain the Brokerage Business Model of E-Commerce (14)

Q:5 Explain Digital signature? Explain its merits and demerits in detail (14)

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