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**2404E376**

Candidate's Seat No : \_\_\_\_\_

**IM.B.A. in (BI/APR) (NEP) Sem.-4 Examination  
APR-DSC-C-FEA-242**

**F. E. A.**

**Time : 2-00 Hours]**

**April-2025**

**[Max. Marks : 50**

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

**Q:1** What is E-commerce? Elaborate on the key technologies driving E-commerce. (10)

**OR**

**Q:1** E-commerce is the foundation of modern digital trade and consumer convenience. (10)  
Explain this statement with reference to the nature of e-commerce.

**Q:2** Skysset Ltd., a manufacturer of electronic components, supplies its products to (10)  
multiple tech companies. The company follows a structured process for order  
placement, payment, and delivery. Describe the steps involved in this transaction  
process.

**OR**

**Q:2** Distinguish between B2B and B2C. (10)

**Q:3** Explain the Value Chain Model in the Context of E-commerce. (10)

**OR**

**Q:3** The manufacturing model encompasses all operations related to production, from (10)  
sourcing raw materials to delivering the final product. Explain the manufacturing  
model in detail.

**Q:4** What is digital signature? Explain the procedure of digital signature. (10)

**OR**

**Q:4** What is credit risk? Mention the ways to manage the credit risk. (10)

**Q:5** Short Questions (Attempt any 10) (10)

1. E-commerce refers to the buying and selling of goods and services over the  
\_\_\_\_\_.

2. What type of e-commerce involves transactions between businesses and consumers?
  3. True or False: Online shopping always guarantees better prices than physical stores.
  4. The \_\_\_\_\_ model enables companies to offer their products or services through third-party platforms, earning a commission.
  5. What model includes inbound logistics, operations, outbound logistics, and customer service?
  6. True or False: Native ads are explicitly labeled as advertisements and easily distinguishable.
  7. \_\_\_\_\_ is a popular example of a B2B e-commerce platform facilitating bulk transactions between businesses.
  8. Which platform pioneered the direct sales model in the computer industry?
  9. True or False: E-commerce models cannot include a combination of online and offline channels.
  10. \_\_\_\_\_ is an example of a payment broker platform that facilitates secure online payments.
  11. What is the term for digital payment systems like PayPal and Razorpay?
  12. True or False: The E-Payment model ensures slower but more secure online transactions.
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