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2404E374

Candidate's Seat No : _____

IM.B.A. in (BI/APR) (NEP) Sem.-4 Examination

BM-DSC-C-E-Com-242

E-Commerce

April-2025

Time : 2-00 Hours]

[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 are the various advantages of E-commerce. **(10)**

OR

Q:1 Explain the evolution of E-commerce. **(10)**

Q:2 What is E-Business? Mention the benefits of E-business. **(10)**

OR

Q:2 Zentora Ltd., an online retail company, sells its products directly to individual customers through its e-commerce platform. The company follows a streamlined process for product selection, order placement, payment, and delivery. Describe the steps involved in this transaction process. **(10)**

Q:3 Explain the advertisement model in E-commerce. **(10)**

OR

Q:3 The Brokerage Model is a key framework in e-commerce that connects buyers and sellers through an intermediary platform. Discuss this model in detail. **(10)**

Q:4 Define Digital Signature and Elaborate on Its Legal Status and Procedure. **(10)**

OR

Q:4 What are the e-payment and credit risk and ways to manage the risks? **(10)**

Q:5 Short Questions (Any 10) **(10)**

1. _____ is the process of verifying a user's identity during online transactions. (Authentication/Security)
2. What is the term for the software that manages online transactions

between buyers and sellers?

3. True or False: E-commerce eliminates geographical barriers for businesses.
 4. The _____ model generates revenue by offering free services while earning through paid advertisements.
 5. What e-commerce model earns revenue through PPC, CPM, and CPA mechanisms?
 6. True or False: The brokerage model earns revenue through commissions, service fees, or advertising.
 7. The _____ model involves manufacturers selling their products directly to consumers, bypassing intermediaries.
 8. What is the main advantage of the D2C model for manufacturers?
 9. True or False: The D2C model increases profit margins by eliminating intermediaries.
 10. _____ is an example of a payment broker platform that facilitates secure online payments.
 11. What payment model uses blockchain technology to facilitate online transactions?
 12. True or False: Digital wallets store customer data but do not facilitate payments.
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