Program:	**M.Com Part I**	**Semester:**	**I**	**Program Code:**	**PGCOM01**
Course:	**E-Commerce**			**Course Code:**	**59153**

Duration: 2 Hour **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the Following:**	[10]	CO's	KL's
		StyleHub operates an online fashion store. One morning, employees noticed that several customer accounts had been accessed without permission. The company discovered that attackers had attempted to obtain customer login information. At the same time, an employee received a suspicious e-mail requesting confidential business information. Management also discovered that some employees were using unauthorised software on company computers. The company realised that hacking, e-mail abuse and software piracy could create serious risks. It decided to strengthen network security and train employees about cyber threats.		CO2, CO5	L2, L3, L4
	(a)	Explain any two cyber threats mentioned in the case.	**(03)**		
	(b)	Analyze how the identified threats can affect StyleHub's e-commerce operations.	**(03)**		
	(c)	Suggest suitable measures to protect StyleHub's e-commerce assets and information.	**(04)**		
Q. 2		**Attempt any ONE of the following.**	[10]	CO's	KL's
	(a)	Illustrate the different categories of E-Commerce by giving suitable real-life business examples.		CO3	L3
		OR			
	(b)	Examine the different stages of the E-Commerce Sales Life Cycle and explain their importance in the success of an online business.		CO1	L4
Q. 3		**Attempt any ONE of the following.**	[10]	CO's	KL's
	(a)	Evaluate the benefits and limitations of EDI and determine its suitability for business transactions.		CO4	L4
		OR			

	(b)	Demonstrate how new technologies used in E-Commerce can be applied to improve online business operations.		CO1	L3
Q. 4		**Attempt any ONE of the following.**	10		
	(a)	Assess different types of electronic payment systems and compare their suitability for online transactions.		CO4	L4
		OR			
	(b)	Illustrate how the SET Protocol works using a suitable online payment transaction.		CO5	L3
Q. 5		**Attempt any ONE of the following.**	10		
	(a)	Explain the different forms of cybercrime using suitable real-life or business situations.		CO5	L3
		OR			
	(b)	Analyze the importance of electronic records as evidence in resolving E-Commerce-related disputes.		CO5	L4

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