

Time: 2 Hours

Total Marks: 50

- N.B: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q 1. Read the following case carefully and answer the questions given at the end. 10**  
ABC Manufacturing, a leading player in the automotive industry, faced numerous challenges in managing its extensive supply chain network spread across multiple regions. Manual data entry, paper-based documentation, and disparate communication channels resulted in inefficiencies, delays, and errors in order processing, inventory management, and logistics coordination.

Q.a. What initiatives could ABC implement to manage their data?

Q.b. Explain the advantages of the initiatives to be implemented by the ABC Company to solve their data related issue.

**Q2. Answer the following (Any one) 10**

a. What is E-Commerce? Explain the advantages of e-commerce to the business

OR

b. Describe in detail E-Commerce Sales Product Life Cycle (ESEC) Model.

**Q 3. Answer the following (Any one) 10**

a. Elaborate the various reasons for building own website.

OR

b. What are the related new technologies used in E-Commerce?

**Q4. Answer the following (Any one) 10**

a. Explain the various forms of Web Advertising.

OR

b. Discuss the SET protocol for credit card payment.

**Q 5. Answer the following (Any one) 10**

a. What is cyber-crime? Explain the limitations of Indian cyber-crime laws.

OR

b. Discuss the importance of Electronic Records as Evidence

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