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[Roll No.]

MCA-22 B (ELECTIVE-II)

**M.C.A. VIth Semester
Examination Dec., 2023**

E-COMMERCE

Time : 2 Hours]

[Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

Long Answer Type Questions 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

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(1)

P.T.O.

1. How does the infrastructure of electronic commerce contribute to its success and what are its fundamental building blocks ?
2. How do encryption technologies contribute to enhancing the security of e-commerce transactions and what role do they play in protecting sensitive information ?
3. How security factor implement in e-commerce transaction ? Explain the privacy anonymit and authentication in the reference e-commerce transaction.
4. How cyber low impact the operations and regulation of global e-commerce platform ? Explain with taking give example.
5. Can you discuss the role of intellectual property laws in addressing concerns related to copyright, trademarks and patents in the global e-commerce environment.

Section–B

Short Answer Type Questions 4×8=32

Note :- Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. What is the significance of electronic data interchange in the building blocks of electronic commerce, especially in the context of B2B transactions ?
2. How does digital marketing contribute to the success of electronic commerce and what strategies are commonly employed to attract and retain online customers ?
3. How do authentication mechanisms, such as digital signatures and certificates, enhance the security and integrity of e-commerce transactions ?
4. What is the need of cyber law in India ? Also discuss the comparative evaluation of cyber laws of different countries.
5. How different business models, such as B2B, B2C and C2C, impact the landscape of electronic commerce and what factors contribute to the success of these models ?
6. Explain the electronic payment protocols and standards in detail.

7. What is the BizTalk Framework Compliant Server and how does it support the integration of e-commerce applications and business processes ?
8. Can you provide an overview of the cyber law in India and its significance in regulating electronic transactions and data security.
