

**B.Voc. (Retail Management)**

**Third Semester**

**GC 302: E-Commerce**

**Time allowed: 3 Hours**

**Max. Marks:80**

**NOTE: Attempt five questions in all, including Question Number 1 which is compulsory and selecting one question from each Unit**

- I. Attempt any four of the following short questions in 50-60 words each: -
- a) What is E-Commerce?
  - b) What is B2C Model?
  - c) Define electronic payment system.
  - d) Compare credit cards and debit cards.
  - e) Discuss the social benefits of E-Commerce.
  - f) Define EDI.

(4X4)

**UNIT-I**

- II. Define E-Commerce. Highlight the importance of E-Commerce for the growth of business in the present scenario. (16)
- III. Discuss the various tools of E-Commerce with examples. (16)

**UNIT-II**

- IV. Discuss the impact of E-Commerce on supply chain management and customer relationship. (16)
- V. What are the different types of e-payment systems? What are its advantages and disadvantages? (16)

**UNIT-III**

- VI. Explain in detail the legal, security and privacy issues in EDI. (16)
- VII. Define digital signature. Explain in detail the working of digital signature. (16)

(2)

**UNIT-IV**

- VIII. Describe the emergence of ERP system. What are the business benefits of ERP? (16)
- IX. Discuss the regulatory aspects of E-Commerce. (16)