

1129
B. Voc. (Retail Management)
Third Semester
GC-302: E-Commerce
(Common)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Attempt any four of the following :-

- a) What is E-Commerce?
- b) What is B2C model?
- c) Discuss the social benefits of e-commerce.
- d) Compare credit cards and debit cards.
- e) Define EDI.
- f) What are the challenges of ERP implementation? (4x5)

UNIT – I

- II. Discuss the various tools of E-commerce with examples. (15)
- III. Highlight the importance of E-commerce for growth of the business in the present scenario. (15)

UNIT – II

- IV. Discuss the impact of e-commerce on supply chain management and customer relationship. (15)
- V. What are the different types of E-Payment system? What are its advantages and disadvantages? (15)

UNIT – III

- VI. Explain in detail the legal, security and privacy issues in EDI. (15)
- VII. What are the different types of digital documents? Highlight the relevance and problems of Digital signatures? (15)

UNIT – IV

- VIII. Explain the concept of ERP. How does ERP modules provides benefits in business? (15)
- IX. Discuss the regulatory aspects of E-commerce. (15)

X-X-X