**Unit I: Introduction to Electronic Commerce**

**Short Answer Questions (SAQs):**

1. What is the key difference between E-Commerce and Traditional Commerce?
2. Name and explain one advantage of E-Commerce.
3. What is Media Convergence in the context of E-Commerce?
4. Define M-Commerce and give an example of its application.
5. Explain the need for E-Commerce and E-Business in today’s market.

**Long Answer Questions (LAQs):**

1. Discuss the advantages and disadvantages of E-Commerce as compared to traditional commerce.
2. Describe the concept of network and electronic transactions in E-Commerce.
3. Explain the business applications of E-Commerce and how they benefit modern businesses.

**Analytical Reasoning Questions:**

1. How does the growth of mobile commerce (M-Commerce) impact traditional retail businesses?
2. Evaluate how the convergence of media channels (such as TV, internet, and mobile devices) is affecting E-Commerce businesses.

**Unit II: Business Models of E-Commerce**

**Short Answer Questions (SAQs):**

1. What is a Business-to-Business (B2B) E-Commerce model?
2. List two advantages of B2C (Business-to-Consumer) E-Commerce.
3. Explain the concept of Consumer-to-Consumer (C2C) E-Commerce.
4. What are the disadvantages of C2B (Consumer-to-Business) E-Commerce?
5. How does the Business-to-Consumer (B2C) model work in E-Commerce?

**Long Answer Questions (LAQs):**

1. Compare and contrast B2B and B2C E-Commerce models with examples.
2. Discuss the advantages and disadvantages of Consumer-to-Consumer (C2C) E-Commerce.
3. Explain the significance of choosing the right business model for an E-Commerce venture.

**Analytical Reasoning Questions:**

1. Given the rise in online marketplaces, evaluate the potential impact of the C2C E-Commerce model on traditional retail businesses.
2. How can the shift from traditional retail to B2C E-Commerce models affect customer behavior and business strategies?

**Unit III: The Internet and WWW**

**Short Answer Questions (SAQs):**

1. What is the evolution of the internet and its key features?
2. Explain the importance of domain names and give examples of domain types.
3. Differentiate between LAN, MAN, and WAN networks.
4. What role does an Internet Service Provider (ISP) play in internet connectivity?
5. What is the World Wide Web (WWW), and how is it different from the internet?

**Long Answer Questions (LAQs):**

1. Discuss the features and evolution of the Internet, and explain how the Internet has transformed businesses globally.
2. Describe the types of networks (LAN, MAN, WAN) and explain their significance in E-Commerce.
3. Explain the components of the World Wide Web (WWW) and how they facilitate global communication.

**Analytical Reasoning Questions:**

1. How has the development of the World Wide Web influenced the growth of E-Commerce businesses?
2. Evaluate the challenges and benefits of establishing global E-Commerce businesses considering different types of internet networks (LAN, MAN, WAN).

**Unit IV: Internet and Extranet**

**Short Answer Questions (SAQs):**

1. What is the difference between an intranet and an extranet?
2. Explain the term "Information Superhighway."
3. What is the role of intranet in B2B applications?
4. List the advantages of using an extranet for business.
5. Define an Internet and describe its key components.

**Long Answer Questions (LAQs):**

1. Discuss the differences between an intranet and an extranet with examples.
2. Explain the concept of the Information Superhighway and its significance in modern communication.
3. How can an intranet improve business operations in a corporate environment?

**Analytical Reasoning Questions:**

1. Given the role of intranets in B2B applications, analyze how they can improve collaboration and business efficiency.
2. How do extranets contribute to enhancing communication between businesses and their partners?

**Unit V: Security Framework**

**Short Answer Questions (SAQs):**

1. What are the types of computer crimes in the context of E-Commerce?
2. Explain the concept of encryption and decryption in digital security.
3. What is a digital signature, and how does it work?
4. What is a firewall, and why is it important in securing E-Commerce transactions?
5. What are the common threats to online security, and how can they be prevented?

**Long Answer Questions (LAQs):**

1. Discuss the different methods used for securing online transactions, focusing on encryption and digital signatures.
2. Explain the role of firewalls in ensuring the security of E-Commerce websites.
3. Describe the various types of computer crimes in E-Commerce and how they can be prevented.

**Analytical Reasoning Questions:**

1. How can E-Commerce businesses balance the need for security with providing a seamless user experience?
2. Analyze the role of encryption techniques (such as RSA and DES) in securing digital payment systems.

**Unit VI: Electronic Data Interchange (EDI)**

**Short Answer Questions (SAQs):**

1. What is Electronic Data Interchange (EDI)?
2. List one limitation of EDI.
3. How does EDI improve business transactions?
4. What are the advantages of using EDI in business operations?
5. Explain the concept of an EDI model.

**Long Answer Questions (LAQs):**

1. Discuss the applications of Electronic Data Interchange (EDI) in modern business operations.
2. Explain the disadvantages and limitations of EDI and how businesses can overcome them.
3. Describe the working model of EDI and its impact on supply chain management.

**Analytical Reasoning Questions:**

1. Evaluate the role of EDI in reducing errors and delays in business transactions.
2. How can businesses transition from traditional methods to EDI, and what challenges might they face?

**Unit VII: Electronic Payment System**

**Short Answer Questions (SAQs):**

1. What are the different types of electronic payment systems?
2. Explain how a credit card system works in electronic payments.
3. What is an E-Cheque, and how does it function in E-Commerce?
4. How does Electronic Funds Transfer (EFT) work?
5. Explain the working mechanism of a smart card in electronic payments.

**Long Answer Questions (LAQs):**

1. Discuss the various types of electronic payment systems and their advantages for E-Commerce businesses.
2. Explain the working mechanism of smart cards and their use in secure transactions.
3. Describe the functioning and benefits of Electronic Funds Transfer (EFT) in E-Commerce.

**Analytical Reasoning Questions:**

1. How has the introduction of smart cards changed the landscape of electronic payments and E-Commerce?
2. Evaluate the challenges businesses face when implementing secure electronic payment systems.

**Unit VIII: Internet Marketing**

**Short Answer Questions (SAQs):**

1. List two advantages of online shopping.
2. What are the cons of online shopping for consumers?
3. Define personalization in E-Commerce and give an example.
4. What is the E-cycle in internet marketing?
5. Discuss one technique of internet marketing.

**Long Answer Questions (LAQs):**

1. Discuss the pros and cons of online shopping from both the consumer and retailer perspectives.
2. Explain the role of internet marketing techniques in driving E-Commerce sales.
3. Describe how personalization in E-Commerce can enhance customer experience and sales.

**Analytical Reasoning Questions:**

1. Given the rise of personalized online shopping experiences, analyze the potential impact of this trend on consumer behavior.
2. How can businesses ensure that their online marketing strategies remain competitive and effective in a fast-changing digital landscape?