MCA/D09   5442

E-Commerce

Paper : MCA-504/505

Option : (iv)

Time : Three Hours]   [Maximum Marks : 50

Note :– Attempt **FIVE** questions, selecting at least **ONE** from each Unit. All questions carry equal marks.

UNIT–I

1. Explain the concept of convergence of media. How has it contributed to the development of e-commerce ?

2. Write short notes on :-

   (a) World-wide-web

   (b) Hypertext publishing.

3. What are various tools to counter security threats to e-commerce transactions ?

UNIT–II

4. How does IT intrude into the privacy of individuals ? What legal provisions exist to check such intrusions ?

5. What are set of laws operative in India to check the crimes committed within the ambit of IT tools and services ?

6. What is intellectual property ? What threats does it face because of IT ? What measures must be taken to protect the same ?

7. Define mercantile model of e-commerce and explain its operation. Briefly explain the difference between a customer's perspective and a merchant's perspective of mercantile model.

UNIT–III

8. What is a smart card ? Explain its use in the electronic transfer of payments from one party to another.

9. If you were a retail store owner, briefly explain the blueprint of the electronic payment systems for your store.

10. Write short notes on :-

    (a) Secure Electronic Transactions

    (b) S-http

    (c) Credit card and e-payment.