

Q. 3. Write Short notes on (Any Three) (15)

1. Characteristics of B2B EC
2. E-cash and its use cases
3. Implementation challenges in EC
4. Internet vs Intranet vs Extranet
5. Risk Management in E-commerce

Q. 4. Answer in detail (Any Two) (20)

1. Discuss the characteristics of Internet consumers and their buying behaviour in EC.
2. Explain digital certificates and smart cards with examples in electronic payments.
3. Describe the EC implementation process and the strategic issues involved.
4. What are the risks associated with EC and how can they be mitigated?

Q. 5. Case study (15)

Scenario:

A startup “MediMart” offers an online platform for B2C sales of health and wellness products. Due to rising cyber threats and privacy concerns, they plan to upgrade their infrastructure with security features and compliance with public policies.

Questions:

1. What security measures should MediMart consider implementing?
 2. Explain the importance of public policy compliance for MediMart’s business.
 3. How can MediMart use strategic planning to ensure successful EC adoption?
-