

PGDCL-03
June - Examination 2018
**Post Graduate Diploma in Cyber
Law Examination**
E-Commerce
Paper - PGDCL-03

Time : 3 Hours]

[Max. Marks :- 100

Note: The question paper is divided into three sections A, B and C.
Write answers as per given instructions.

Section - A

10 × 2 = 20

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Revenue model
- (ii) Cyber crimes
- (iii) Smart cards
- (iv) Search engine
- (v) Digital goods
- (vi) Supply Chain Management (SCM)
- (vii) Public key

- (viii) E-money
- (ix) Double taxation
- (x) Online contracts

Section - B**4 × 10 = 40**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) State the benefits of E-commerce.
- 3) Distinguish between Electronic signatures and Digital signatures.
- 4) Differentiate between Internet, Intranet and Extranet.
- 5) What is Customer Relationship Management (CRM)? What are the goals of effective CRM.
- 6) What are payment of gate ways?
- 7) What are some of the unique features of e-commerce technology? Explain.
- 8) What are marketing communications in e-commerce?
- 9) Discuss in object of United Nations Commission on International Trade Law. (UNCTRAL)

Section - C**2 × 20 = 40**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 20 marks.

- 10) What do you mean by collaborative E-commerce? Discuss its procedures and advantages.
 - 11) Discuss the essential of online contracts.
 - 12) What are some of the unique features of e-commerce technology? Explain.
 - 13) (i) Write about the search engine functions and uses.
(ii) Discuss about internet applications for E-commerce.
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