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| **SESSION** | **SEPTEMBER 2023** |
| **PROGRAM** | **master of commerce (M.com)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DCM7102 – E-COMMERCE** |
| **CREDITS** | **4** |

**Set – 1st**

**Questions**

**1. Explain the concept and features of e-commerce.**

**Ans: E-commerce (Electronic Commerce):** E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It involves the online transaction of goods, services, information, and funds between buyers and sellers. E-commerce has become a significant aspect of modern business, enabling companies to reach a global

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**2. Explain the OSI model and the TCP/IP protocol model.**

**Ans: OSI Model (Open Systems Interconnection Model):** The OSI model is a conceptual framework that standardizes the functions of a telecommunication or computing system into seven abstraction layers.

Each layer serves a specific purpose and interacts with adjacent layers to facilitate communication

**3. Explain in brief the different types of e-commerce models.**

**Ans:**E-commerce models represent various approaches to conducting business transactions online. These models define the relationships and interactions between different participants in the e-commerce ecosystem.

**Here are brief explanations of some common types of e-commerce models:**

**Business to Consumer**

**Set – 2nd**

**Questions**

**1. Describe the various security threats faced by e-commerce businesses.**

**Ans: E-commerce** businesses face various security threats that can compromise the confidentiality, integrity, and availability of sensitive information. These threats can result in financial losses, damage to reputation, and legal consequences.

**Here are some common security threats faced by e-commerce businesses:**

**Phishing Attacks:** Phishing

**2. Explain the meaning and advantages of Electronic Payment System.**

**Ans:Electronic Payment System (EPS):** An Electronic Payment System (EPS) refers to a digital means of exchanging monetary value between parties in a secure and efficient manner. It enables electronic transactions for goods and services, replacing traditional cash and check-based methods. Electronic payment systems leverage technology to facilitate the transfer of funds,

**3. Explain the concept of M-Commerce and differentiate between m-commerce and e-commerce.**

**Ans: M-Commerce (Mobile Commerce):** M-Commerce, or Mobile Commerce, refers to the use of mobile devices such as smartphones and tablets to conduct online transactions and business activities. It encompasses a wide range of activities, including mobile shopping, mobile banking, mobile