

Roll No.
SAP ID



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Supplementary Examination- Odd/Even Semester, July 2020
Open Book – Through Blackboard Learning Management System

Course: e-Commerce & M-Commerce LLBL 464
Programme: B.Tech. LL.B. CSE

Semester: VIII

Time: 03 hrs.

Max. Marks: 100

Instructions:

As this examination is in open-book format, the students are expected to demonstrate a very high degree of Academic Integrity and not copy contents from resources referred. Instructors would look for understanding of the concept by the students and any similarity found from resources online/ offline shall be penalized in terms of deduction of marks and even cancellation of paper in requisite cases. The online examination committee of the School would also look for similarity of two answer scripts and if answer scripts of two or more students are found similar, both the answer scripts shall be treated as copied and lead to cancellation of the paper. In view of the aforesaid points, the students are warned that they should desist from using any unfair means.

All Questions are Compulsory
Answer each question in not more than 500 words

S. No.		Marks	CO
1	What is the relevance of e-Commerce in 21 st century? Explain the 5 advantages and 5 disadvantages of e-Commerce.	20	
Ans.			
2	Explain the 5 strategies of M-Marketing in India. Which strategy you think is the appropriate one and why?	20	
Ans.			
3	In the COVID-19 lockdown situation, whether mobile phone played an important role in everyone's life? Yes/ No. Explain the relevance of mobile phone in M-Commerce transactions with examples?	20	
Ans.			
4	Explain prominent e-banking payment mechanism in e-Commerce and M-Commerce with examples.	20	
Ans.			
5	Write a note on Indian laws regulating the e-Commerce transactions in India.	20	
Ans.			

I,, understand that submitting work that isn't my own may result in failure in this paper and I may also be subject to Disciplinary Proceedings as per the Academic Integrity policy of the University.

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