

1.

(a) Explain the procedure to buy a book from a Web-based Bookshop. What are the advantages and disadvantages ? Explain briefly. 10

Ans: Procedure to buy a book from a Web-based bookshop:

Online bookstores that allow customers to browse through different books and select any book they want with a single click while lounging in the comfort of their homes or lounges are known as internet-based bookstores.

Following are the steps to buy a book from a web-based bookshop:

1. Log in: Open website of online bookshop and log in to the website. Customers must first sign up for an account on website.
2. Search for the book: Use the search bar to find the book you are looking for based on title, author, ISBN etc..
3. Once you find the book, click on it for more details.
4. Add to cart: To buy the book, click on the “add to cart” button.
5. Review cart: Proceed to the shopping cart to review selected items.
6. Checkout: After shopping, users proceed to checkout, where they confirm their delivery address and make payment using any of the payment options given.
7. Confirm purchase: Review your order and submit your purchase. You should receive a confirmation email shortly.

Each Internet Bookshop follows a specific shopping procedure. For the convenience of a new customer, these web sites include various tabs such as the following amongst others:

- How to order,
- How to become a member,
- How to check out,
- Shopping cart facility,
- Help desk,
- Discount/special packages,
- Payment procedure and options, and

- Delivery options.

Advantages of web-based bookshop:

- * Convenience: Online bookshops are accessible 24 x 7. The access is available to anyone, at any time, from anywhere. Instead of having to go to a physical store, customers can peruse and buy books from the convenience of their homes.
- * Web-based book shop offers a much larger selection of books than physical stores.
- * These bookshops are extremely useful to people looking for specific books. Any book not available nearby can be obtained from any part of the Country/World by just ordering online thus avoiding long distance travel and saving time.
- * Consumers may quickly check costs on several websites to make sure they're getting the greatest bargain. In most of the instances, there will be a discount on the price of the book. Often have special promotions, discounts and membership rewards that can make books more affordable for customers.
- * These bookshops act as databases of a vast amount of information about books currently available in the market. All Internet users can use these databases and have knowledge of the same.
- * Most web-based bookshops provide customer reviews and ratings for books. This feedback can help potential buyers make informed decisions based on the experience of others.
- * Purchasing books online usually includes the option for home delivery.

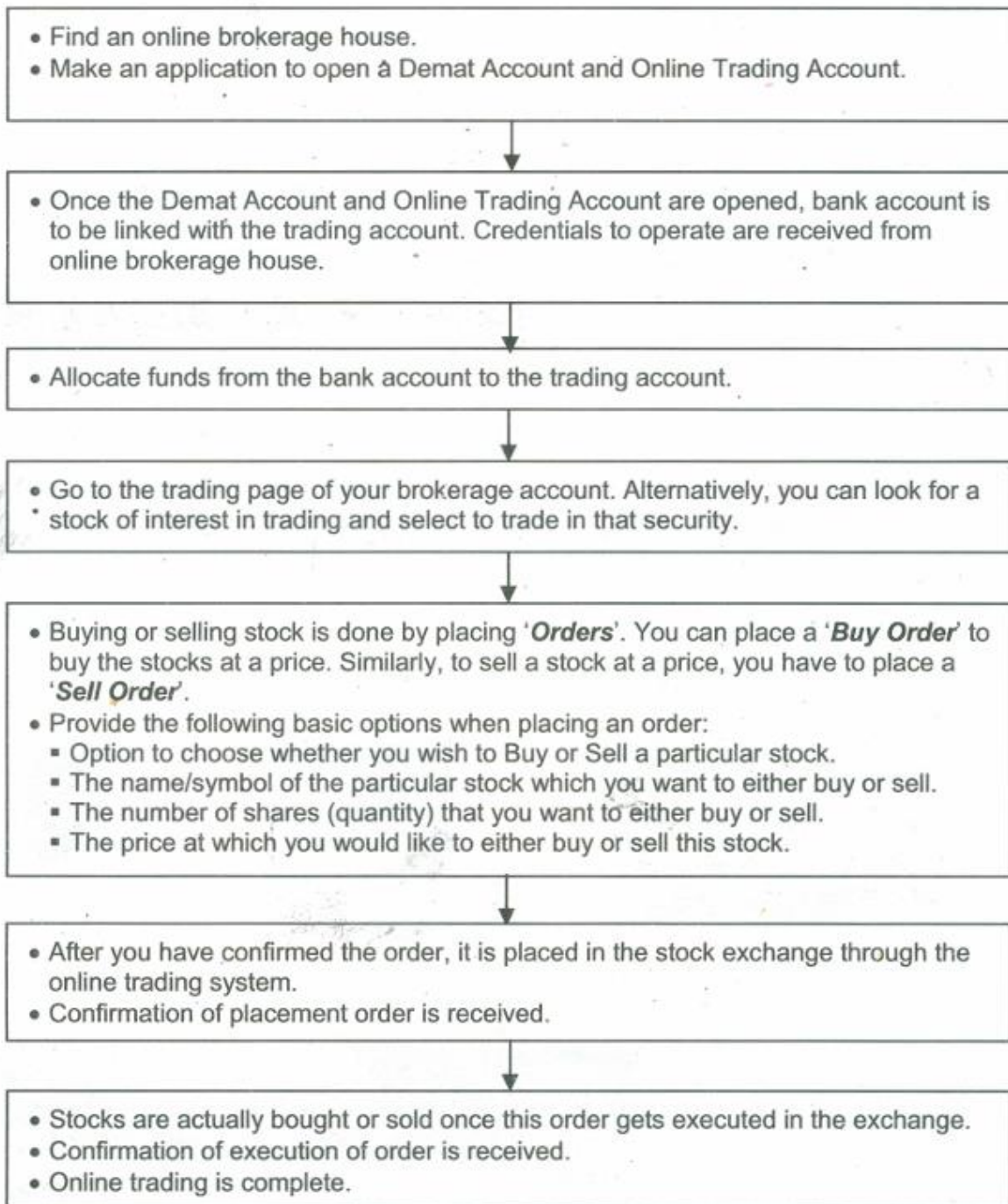
Disadvantages of web-based bookshop:

- Shipping costs: Purchasing books online charge extra as packing and shipping charges which adds to the overall costs.
- As there is no physical inspection of the product by customer before purchase, there is a risk of receiving book in a damaged condition.
- Delivery times may vary, and customers might have to wait days or even weeks for their orders to arrive.
- Security issues are another concern while making payment online especially through credit cards.
- Returns and exchanges: Returning books purchased online can be more complicated than returning them to a physical store.

(b) What is meant by Online Trading ? How is it performed ? What are its advantages and disadvantages ? 10

Ans: It is a platform that allows individuals and institutions to buy and sell financial securities, such as stocks, bonds, commodities and currencies, through the internet. The investor / trader gets updated information online. It leads to the decrease in the practice of an investor of looking at the share price in the morning newspaper. The transaction is dealt at a price at a moment checked in an online trading platform than issuing instructions for execution to brokers by phone or by person.

Procedure for online trading system:



Advantages:

- It leads to paperless transactions. That is, shares are held in electronic form in the demat account.
- It helps in improving market transparency.

- Investors can trade from anywhere with an internet connection.
- Online trading system platforms are available 24/7, allowing traders to buy and sell securities at any time.
- Online trading system has lower commissions and fees compared to traditional brokerage services.
- It helps in smooth market operation while retaining the flexibility of conventional trading practices.
- Traders have access to real-time market data, enabling them to make quick decisions based on the latest information.
- There is free access to high quality research reports generated by financial players.
- All the records of transactions are available online.

Disadvantages:

- Due to the policy of online brokerage house, some stocks may not be, available for trading online for whom the customer needs to contact other brokerage houses.
- The scope of manipulation, speculation and malpractice is more due to the security issues associated with Internet.
- Technology dependency can result in disruptions like platform outages, slow execution speeds, or internet failures, which can negatively impact your online trading. There are chances of losing the trade if online trading system fails.
- Cyber threats such as hacking, phishing attacks, malware, and ransomware are a threat to online trading platforms. Personal and financial information can be compromised by these attacks, resulting in identity theft or financial losses.

2.

(a) Explain any five strategies to increase the visibility to your e-commerce website. 5

Ans: The following are some of the strategies to increase e-visibility of your e-commerce website:

Easy URL: The website URL must be simple and catchy so that can be easily remembered. At the same time, name should be sensible that it can be guessed and easily remembered by users.

Advertising: Even while word-of-mouth marketing is more effective than ever, traditional forms of promotion through media like TV, newspapers, etc. They contribute significantly to greater visibility.

Search engine optimization : To boost the visibility of an e-commerce business, focus on optimizing search engine visibility. It is a method of forcing a website to appear in the search engine results. The likelihood that more customers will visit your website increases with its search engine ranking.

Social Media Marketing: Using social media platforms can significantly boost your visibility. It helps user/followers and other potential customers to know about your site and business.

Increasing traffic: It is essential for your site to regularly post on social. networking sites. It is paramount to create and maintain your brand positioning to survive. It is essential to remember that anything out of sight of customer will be out of his/her mind. This can be improved by taking the following measures:

- (i) Uploading contents like special offers, news, pictures, phrases, any eye catering information for the regular followers.
- (ii) Knowledge about competitions, doing research and checking what the competitors are uploading, their offers and number of posts are they doing.

(b) How can e-commerce portals make shopping secure ? 5

Ans: By using a multi-layered strategy that incorporates safe payment gateways, robust authentication techniques, frequent software upgrades, and strong encryption, e-commerce platforms can improve security. The security in e-commerce is becoming more topical part in the ongoing success and growth.

The following are some of the security features that can be implemented for success of e-commerce:

- Identification or Authentication The persons/entities with whom we are communicating are really whosoever they are.
- Confidentiality: The content of the message or transaction is kept confidential. It should only be read and understood by the intended sender and receiver.
- Integrity: The content of the message or transaction is not tampered accidentally or deliberately.
- Non-Repudiation: The sender and receiver cannot deny sending and receiving of the message or transaction respectively.

- Access Control: Access to the protected information is only realized by the intended person or entity.

There are two levels for securing information over the Internet :

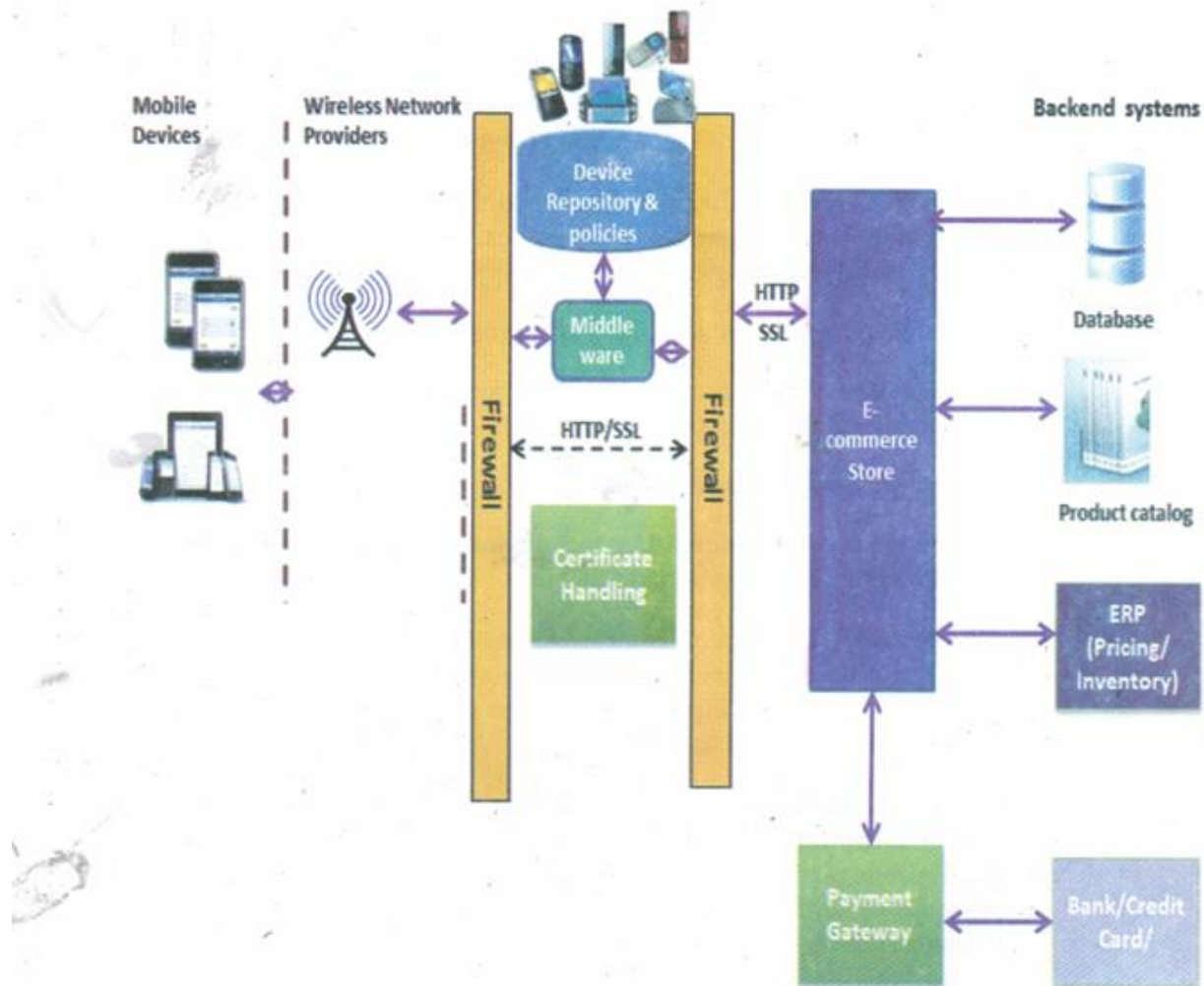
* The first level is issue of a Digital certificate. Digital certificates provide a means of proving your identity in electronic transactions; much like a driving license or a passport. With a Digital certificate, you can assure friends, business associates, and online services that the electronic information they receive from you is authentic.

* The second level is SSL (Secure Sockets Layer). SSL is a standard security technology that helps in establishing an encrypted link between the server and the client- typically a web server (e-commerce website) and a browser (consumer side). SSL allows client/server applications to exchange sensitive information such as credit card numbers and login credentials securely preventing others from eavesdropping, tampering or forging the information.

3.

(b) Explain m-commerce application flow. 5

Ans: The below diagram shows the application flow of m-commerce.



End user uses one of the mobile devices to perform a e-commerce transaction such as buying the product. The transaction is supported by the wireless network provider by providing wireless network bandwidth and signal coverage. The mobile request will then be intercepted by mobile middleware. The mobile middleware authenticates the user and the web site 'through validation of certificate. It also optimizes the rendition using device specific policy as well as experience using its rich device repository.

The request reaches the e-commerce store which does a variety of tasks:

- Gets the inventory and pricing information from internal ERP systems.
- Gets the product metadata from product database.
- Gets product attributes from product catalogue .
- Uses payment gateway to execute the financial transaction.

4.

(a) What is a Cyber Crime ? What are the different categories of Cyber Crimes ? 5

Ans: Cyber crimes are referred to any act of causing financial, emotional or psychological distress to any other party with the use of computer or cyber medium. It includes hacking, spams, pornography, etc. Cybercrime refers to criminal activities carried out using computers and the internet. Cybercrime can target individuals, organizations, or even governments, causing significant financial losses and disrupting critical services.

Cyber crimes can be classified on the following basis:

- Against Person
- Against Property
- Against Government/Corporate Entities
- Against Society at Large

Against Person

- Harassment via e-mails: Repeatedly sending abusive messages via email.
- Cyber stalking: Use of Internet to stalk someone like online harassment and online abuse.
- Email spoofing: Emailing messages with a forged sender address.
- Publishing/transmitting of obscene material.
- Cyber defamation: causing injury to the reputation of a person with the help of Internet by floating/publicizing negative messages.
- Cheating and fraud: Any deliberate deception for unfair or unlawful gain online is fraud. Examples are no delivery of paid products purchased online, misrepresentation of a product advertised for sale, and fraudulent promises for investment in securities.

Against Property :

- Unauthorized control/access of Computer system.
- Intellectual property crimes: Patent violations, copyright infringement, trademark violations, etc.
- Transmitting virus.

Against Government/Corporate Entities

- Possession of information in an unauthorized manner.

- Cyber terrorism: Use of Internet for terror activities.
- Distribution of pirated software.

Against Society at Large:

- Pornography.
- Polluting the youth through indecent exposure
- Financial crimes.
- Forgery- Manipulations in mark sheets, currency notes etc with the use of information technology.
- Sale of illegal articles like narcotics, weapons, etc.
- Online gambling

(b) What are the different components in the online delivery of goods and services ?
Explain their role.

Ans: Different components in the delivery of goods and services online are:

* E-shoppers: They are the end-users of the goods and services. E-shoppers buy products and delivery services from e-retailers. They examine internet marketplaces, choose items, and finish transactions. Provide valuable insights into products, services, and the overall shopping experience, influencing future decisions of both businesses and other customers. Their preferences and feedback drive market trends and influence businesses decision.

* E-Retailers: They are the primary stakeholders responsible for creating and offering goods and services. They buy delivery services from delivery operators and logistics intermediaries. They must ensure product availability, manage inventories, set prices and deliver quality customer service. They also coordinate with shipping providers for delivery of goods to customers. Handle inquiries, manage returns and exchanges, and provide support throughout the purchase journey. Use internet marketing, sales, and tailored suggestions to draw in and keep consumers. Make sure that products are sourced on time, keep up with suppliers, and streamline logistics for effective delivery.

* Delivery operators: Delivery services are crucial for transporting goods from e-retailers to e-consumers. They need to ensure that packages are delivered in timely and safe manner to customers' doorsteps in an efficient manner. Give companies and consumers access to real-time tracking data to promote openness and confidence.

5.

(a) Explain transplanted real World business models and native Internet business models.

Ans: Transplanted Real-World Business Models : Business activities which occur naturally in real-world and have been transplanted onto the Internet.

The following are some of the business models that fall into the above mentioned category:

- Mail-Order Model: A web site shop front is employed to sell physical goods which are then posted or delivered (Amazon.com).
- Advertising Based Model: Where advertising revenues support the operation of a free service (Yahoo.com)
- Subscription Model: Users subscribe for access to a database of digital products; well suited for combination with digital delivery (informationweek.com)
- Free Trial Model: Software is available for free download or distributed on CD-ROM but will only work for a limited period or will not be fully, functional until a fee is paid.
- Direct Marketing Model: The use of e-mail based direct marketing (often ends up as spam).
- Real Estate Model: Sell web space, domain names and e-mail addresses.
- B2B: Businesses transact between corporate entities via the Internet, including financial, research, legal and employment services.
- Incentive Scheme Models: Opportunities to win prizes or to secure "free" or inexpensive goods or services are used to entice people to accept advertising or to provide personal information.

Native Internet Business Models: Business activities that have evolved in the Internet environment and are native to it.

The following are some of the business models that fall into above mentioned category:

- Library Model: The web site that offers free information.
- Freeware Model: It provides free software (basic versions may be free) or . open source software.
- Information Barter Model: Some sort of exchange of information over the Internet between individuals and organizations.

- Website Hosting and Other Internet Services: Hosting web servers, e-mail as well as URL and e-mail re-direction services.
- Digital Delivery Model: Takes place when digital products are purchased.
- Digital Products Model: Images, movies, animation, audio, text, certificates and software will be available as products.
- Access Provision Model: Provides access to Internet from enterprises called Internet Service Providers (ISPs).

(b) Explain the benefits of e-commerce to organizations, customers and society at large. 5

Ans:

The following are the benefits of E-commerce to organizations:

- allows businesses to quickly and affordably acquire goods and services from other businesses.
- It may be less expensive to operate an online store than to keep a physical one. It decreases (by as much as 90 percent) the cost of creating, processing, distributing, storing, and retrieving information by digitizing the process. Also saves on rent, utilities and staff costs.
- Reduces telecommunication costs as Internet tools are used.
- It enables companies to run around the clock, giving clients the freedom to shop whenever it suits them.
- aids in the competition between small and large firms.
- reduces or does away with marketing distribution channels, lowering product costs and increasing vendor revenues.

The following are the benefits of e-commerce to customers:

- gives customers the ability to quickly compare products and services online at a lower cost.
- allows clients to shop or transact from anywhere at any time, day or night. It allows customers to shop from the comfort of their homes, eliminating the need to travel to physical stores.
- Consumers can make well-informed purchasing selections by reading other buyers' feedback and ratings.
- Makes it possible for people to work and study at home.
- Can save time compared to visiting multiple stores to find specific items.
- provides them with more options than they might find otherwise.

The following are the benefits of E-commerce to society at large:

- makes it possible for people to work from home and travel less, which boosts productivity.
- By opening new markets and employment opportunities, it promotes economic growth.
- raises people's standard of living by enabling the sale of goods at reduced prices.
- gives people in rural and underdeveloped nations access to goods and services that would otherwise be impossible to purchase. This offers chances to improve medical treatment or to learn and obtain college degrees.
- Facilitates delivery of public services, such as government entitlements, reducing the cost of distribution and chance of fraud, and increasing the quality of social services, health care, and education.