Reg. No.: ....

Name: ....

University of Kerala

W7664

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT103 - E-Commerce and Cyber Law

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins) **Max. Marks: 56**

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	E-business primarily refers to: Options : A)Buying and selling offline B)Conducting business activities online C)Only digital payments D)Only email communication	RE	1
2	NEFT stand for Options : A)National Electronic Fund Transfer B)National Electronic Fund Trade C)National Electronic Fund Transaction D)National Electronic Fund Treatment	RE	2
3	UPI stands for: Options : A)Universal Payment Internet B)Unified Pay Integration C)Unified Payment Interface D)User Payment Instruction	UN	2
4	B2C Model refers to: Options : A)Business to Company B)Business to Customer C)Buyer to Customer D)Bank to Customer	UN	2
5	Decryption refers to: Options : A)Converting encrypted data back into readable form B)Making data permanently inaccessible C)Compressing large files D)Compressing large files	UN	4
6	Name the primary law governing cybercrimes in India.	UN	3

Qn No.	Question	CL	CO
	Options : A)Indian Penal Code B)Companies Act 2013 C)Information Technology Act 2000 D)Indian Evidence Act		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Discuss the significance of ATMs in modern day banking system.	UN	2
8	Explain the public policy issues in E-Commerce.	UN	3
9	Execute a plan to send money to a relative, studying in an interstate university for educational purpose, using the most reliable mobile payment app available now a days.	AP	4
10	Demonstrate tips to design an E-Advertisement for a newly launched clothing brand for young adults.	AP	4
11	Demonstrate the working of B2C business Model.	AP	1

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Demonstrate the concept of encryption for protecting the user data while transacting online for a business. OR B) Execute the different ways the antivirus software can be used to recover the system after a Malware attack.	AP	4, 4
13	A) Exhibit the electronic payment systems in India with examples. OR B) Demonstrate the role of online payment gateways in E-commerce.	AP	2, 2
14	A) Categorise different types of cyber crimes	AN	3, 3

Qn No.	Question	CL	CO
	OR B) Examine the various types of cyber threats and analyse how their techniques and attack patterns help in determining suitable defence strategies for an organization.		
15	A) Analyse the impact of social media advertising on consumer buying behaviour. OR B) Differentiate E-Commerce from E-Marketing.	AN	1, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Examine the different types of e-commerce business models with suitable examples. OR B) Analyse the various components and the different stages involved in the process of building an E-Business.	AN	4, 4
17	A) Judge the overall performance of four top mobile payment apps in India, providing justification based on their features and user acceptance. OR B) Assess the different types of Internet Banking services and assess its benefits.	EV	2, 2
18	A) Evaluate the importance of firewall and antivirus in cybersecurity. OR B) Appraise the effectiveness of encryption techniques in safeguarding sensitive data during online communication.	EV	4, 4
19	A) Create an e-business plan for a small retail shop that wants to start selling products online.	CR	1, 1

Qn No.	Question	CL	CO
	OR B) Create a comprehensive internet marketing plan for a startup business by selecting appropriate digital tools and strategies to drive online growth and address potential concerns.		