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| **University of Kerala** | | |
| Discipline: **Business Management** |  | Time: 2 Hours (120 Mins.) |
| Course Code: UKIDSCMGT103 |  | Total Marks: 56 |
| Course Title: **E-Commerce and Cyber Law** |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 1. | Define Internet | Remember | 1 |
| 2. | What do you mean by WWW? | Remember | 1 |
| 3. | What is e- payment? | Understand | 2 |
| 4. | What is identity theft? | Understand | 3 |
| 5. | What is RFQ? | Understand | 1 |
| 6. | What is C2C? | Understand |  |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 7. | Cite any two functions of E-commerce. | Understand | 1 |
| 8. | Write a brief outline on online marketing | Understand | 1 |
| 9. | How will data breach application affect an organization | Apply | 3 |
| 10. | Illustrate the benefits of IPR. | Apply | 3 |
| 11. | How will you create a strong password? | Apply | 4 |

Part C. 16 Marks. Time: 35 Minutes

Short Answer. 4 Marks Each. Answer all 4 questions, choosing among options within each question.

(Cognitive Level: Apply/Analyse)

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| Qn.  No. | Question | Cognitive  Level | Course  Outcome (CO) |
| 12. | A. Interpret the need for cyber law in India. | Apply | 3 |
|  | B. Sketch the benefits of using digital signature. |  |
| 13. | A. Explain the working of internet | Apply | 3 |
|  | B. Explain the components of e-business |  |
| 14. | A. Categorize different types of cyber crimes. | Analyse | 3 |
|  | B. Outline the different types of cyber threats. |  |
| 15. | A. Differentiate between e-commerce and e-business | Analyse | 4 |
|  | B. Differentiate between encryption and description. |  |

Part D. 24 Marks. Time: 60 Minutes

Long Answer. 6 Marks Each. Answer all 4 questions, choosing among options within each question. (Cognitive Level: Analyse/Evaluate/Create)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| 16. | A. A firewall acts like a security guard in the world of computer networks. Illustrate your answer. | Analyse | 4 |
|  | B. Point out the public policy issues in e -commerce. |
| 17. | A. Analyze the various measures of cyber security and critically evaluate their effectiveness in mitigating modern cyber threats. | Analyse | 3 |
|  | B. Examine the strategies for personal online protection and assess their effectiveness in safeguarding against common cyber threats. |
| 18. | A. Analyze the different types of Intellectual Property Rights (IPR) and their significance in promoting innovation and protecting creative works. | Analyse | 3 |
|  | B. Examine the various forms of software piracy and their impact on the software industry. |
| 19. | A. Analyze four leading mobile payment applications in India, considering their features and user adoption. | Analyse | 2 |
|  | B. Analyze the future trends of mobile payments in India and their potential impact on the financial ecosystem. |

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| **Cognitive Level** | **Mark** | **%** |
| Remember | 2 | 3.5 |
| Understand | 8 | 14.3 |
| Apply | 14 | 25.0 |
| Analyse | 32 | 57.1 |
| Evaluate | 0 | 0 |
| Create | 0 | 0 |
| **Total** | **56** | **100** |