B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026

UGP (HONS.) SEMESTER – 4: SKILL ENHANCEMENT COURSE

COURSE: 24UCOMSEC201: E - COMMERCE

(For Regular 2024 Admission)

Time: 1.5 Hours   Max. Marks: 50

SECTION A

Answer ALL Questions. Each question carries 1 mark

1. Which e-commerce model involves a brand selling directly to consumers without a middleman/retailer?   (CO1, U)

    a) B2B

    b) C2C

    c) D2C

    d) B2G

2. The "padlock" icon in a website browser address bar indicates the presence of: (CO3, U)

    a) A payment gateway

    b) An SSL Certificate

    c) A cookie

    d) A strong password

3. Which of the following is an instant, 24x7 mobile-based payment system developed by NPCI in India?   (CO2, U)

    a) NEFT

    b) RTGS

    c) UPI

    d) Demand Draft

4. If you are selling handmade pottery, which platform is known for its strong blogging capabilities for SEO?   (CO1, U)

    a) Shopify

    b) WooCommerce (WordPress)

    c) BigCommerce

    d) Wix

5. A "transaction fee" is: (CO2, U)

    a) The cost of shipping the product

    b) A percentage/deduction charged by the gateway per sale

    c) The monthly rent for the store

    d) The cost of buying inventory

6. To perform a fake purchase to check if your payment setup is working without (CO2, U)
spending real money, you use:

    a) Live mode

    b) Sandbox/Test mode

    c) UPI Lite

    d) COD

7. Which of the following is an example of C2C e-commerce? (CO1, U)

    a) Buying a book from Amazon

    b) Buying a used phone from Olx

    c) Buying milk from Amul's website

    d) Buying software from Microsoft

8. What does SEO stand for? (CO4, U)

    a) Sales Engagement Optimization

    b) Search Engine Optimization

    c) Secure Entry Option

    d) Social Engagement Order

9. What is the purpose of 2FA in an e-commerce admin panel? (CO3, U)

    a) To give two discounts to the customer

    b) To add an extra layer of security for login

    c) To process payments twice

    d) To connect two social media accounts

10. In a Customer Journey, the stage where a customer realizes they need a product is called:

    a) Purchase (CO4, U)

    b) Loyalty

    c) Awareness

    d) Checkout

(1 x 10 = 10)

SECTION B

Answer ANY FIVE Questions. Each question carries 2 marks

11. Differentiate between NEFT and UPI.   (CO2, U)

12. State two differences between Shopify and WooCommerce.   (CO1, U)

13. List two items that must be included in a standard Privacy Policy for an online store. (CO3, U)

14. Explain the concept of 'abandoned cart' in web analytics.   (CO4, U)

15. Give two examples of phishing attempts an e-commerce seller should be aware of.   (CO3, U)

16. Why is writing a 150-word blog post beneficial for selling a plant pot?   (CO4, U)

(2 x 5 = 10)

SECTION C

Answer any FOUR Questions. Each question carries 5 marks

17. *Situation:* You have set up a mock store selling "Self-Watering Planters."

    Write a compelling **product description** (5 lines) focusing on the benefit

    for urban office workers.   (CO1, A)

18. Compare **Razorpay** and **PayPal**. As an Indian startup selling globally,

    which one would you prefer for the first 6 months and why? (Give two reasons).   (CO2, An)

19. You receive an email claiming to be from your website builder (Shopify/Wix)

    stating your account will be suspended unless you click a link and enter your password.

    List **five steps** you will take to verify if this is genuine or a phishing scam.   (CO3, An)

20. Draft a **3-point Return Policy** for a food items store (e.g., homemade cookies).

    Mention conditions under which returns will NOT be accepted.   (CO3, A)

21. Interpret this Google Analytics snippet: *"Session duration: 00:15, Bounce Rate:*

    80%, Top Landing Page: Homepage." What does this data suggest about the user experience?

    (CO4, An)

(5 x 4 = 20)

SECTION D

Answer any ONE Case Analysis Question. This Question Carries 10 marks

22. Write a step-by-step guide (10 steps) titled **"How I set up my first E-commerce store in 2**

    hours."

    (Must include:) Naming the product, choosing a platform, adding the product, selecting a

    payment gateway, and checking SSL.   (CO1, CO2, CO3, A)

23. You are the owner of "Urban Leaf," selling rare indoor plants. You get zero sales despite good

    traffic.

- ***Task:*** Create a Security & Trust Checklist (10 points) that you will display/implement on your site to convince customers to buy.
- *(Must include:)* 3 points on Payment Security, 3 points on Data Privacy, 2 points on Contact Transparency, and 2 points on Delivery Assurance.   (CO1, CO3, CO4, A)

(10 x 1 =10)