E-Commerce PYQ 2021

Q1 Mr. Y has a Yoga and Meditation Centre in Delhi. His business has got affected due to Pandemic Covid-19. He decides to convert his physically business mode in online mode. Explain which type of challenges and problems he may be faced. Also suggest which type of elements should be proper specifically during COVID-19 challenging period?

Ans. The decision to shift from a physical business model to an online one is a wise one considering the current pandemic situation. However, Mr. Y may face some challenges and problems while making this transition, such as:

1. Technical Challenges: Mr. Y will need to set up an e-commerce website or app to provide online yoga and meditation training. He may not have expertise in website design and development, which could lead to technical challenges.

2. Marketing Challenges: There are many online yoga and meditation centers available on the internet, and Mr. Y will have to market his business well to attract customers. This will require developing effective marketing strategies and investing in digital marketing techniques.

3. Payment Gateway Issues: Since the business is being shifted online, Mr. Y will have to integrate secure payment gateways to receive payment from customers. This may require adhering to various legal and regulatory compliances.

To start an online yoga training center during the COVID-19 period, the following elements should be properly placed in the structure of an e-commerce business model:

1. User-Friendly Website: A user-friendly website that provides easy access to the courses offered, payment gateways, and other necessary information.

2. Secure Payment Gateways: It is essential to ensure secure payment gateways to safeguard customer information and financial details.

3. Online Yoga Training Programs: The online yoga training center should offer comprehensive and engaging training programs that are delivered through live or recorded sessions.

4. Customer Support: The center should provide excellent customer support to ensure customer satisfaction and retention.

5. Marketing Strategies: Effective digital marketing strategies should be employed to promote the online yoga training center and attract potential customers.

By focusing on these elements, Mr. Y can successfully transition to an online business model and overcome the challenges he may face during the process.

Q2. "Business models have successfully integrated online cyber world with offline real world." Explain the statement in the light of various emerging business models to lead the business at global level. Explain the appropriate E-Commerce model involved and its detailed working for a customer doing online reservation of an airline ticket for himself.

Ans2. The statement implies that businesses have integrated online and offline worlds to create innovative and effective business models. This integration has helped companies to operate globally and cater to the changing needs of customers. With the emergence of new technologies, businesses have been able to leverage the power of the internet and provide seamless customer experience both online and offline.

There are several emerging business models that have successfully integrated the online and offline worlds, such as:

1. Omnichannel model: This model provides a seamless customer experience across all channels, including online and offline. Customers can interact with the brand through multiple channels such as social media, mobile apps, websites, brick-and-mortar stores, and call centers. The Omnichannel model creates a unified experience for the customers, allowing them to access products and services in whichever way they prefer.

2. Subscription-based model: This model allows customers to subscribe to a service or product for a period of time. It is a popular model for online businesses, where customers can subscribe to services like entertainment, beauty, wellness, and education.

3. Marketplace model: This model connects buyers and sellers through an online platform. It offers customers a wide range of products and services from different vendors. Customers can choose from a variety of options, compare prices, and make informed decisions.

In the case of online reservation of an airline ticket, the appropriate e-commerce model would be the Marketplace model. The working of the model is as follows:

1. The customer visits an online travel booking platform and searches for the desired flight.

2. The platform displays various flight options from different airlines along with their prices and schedules.

3. The customer selects the desired flight and provides personal information, such as name and contact details.

4. The platform then redirects the customer to the airline's website to complete the booking process.

5. The customer makes the payment through a secure payment gateway and receives a confirmation of the booking.

In conclusion, businesses have successfully integrated online and offline worlds to create innovative and effective business models that cater to the changing needs of customers. The appropriate e-commerce model depends on the type of business and the customer's needs. The Marketplace model is an effective model for online reservation of airline tickets.

Q3 . "A website promotes public relations". Elaborate this statement. Mr. A wants to get a website designed for his online book store. Suggest various website designing options available to him. Also, suggest which option will be best suited in case he has limitation of financial resources.

Ans3. The statement "a website promotes public relations" means that having a website can help a business or an individual build and maintain relationships with its customers or audience. It is an effective tool for communicating with the public and providing information about the business, products or services.

In the case of Mr. A's online book store, having a website can help him promote his business, showcase his products, and interact with his customers. There are various website designing options available to Mr. A, some of which are:

1. Custom design: This involves hiring a professional web designer to create a custom website design from scratch. This option can be expensive, but it provides a unique and tailored website design that is specific to Mr. A's business.

2. Template design: This involves using pre-designed website templates that can be customized to suit Mr. A's business needs. This option is less expensive than custom design, but may not be as unique.

3. Website builder: This involves using a website builder platform, such as Wix or Squarespace, to create a website. This option is the least expensive and requires no technical skills, but may be limited in terms of customization options.

In case Mr. A has a limitation of financial resources, the website builder option may be the best suited for him as it is cost-effective and requires no technical skills. However, he may have limited customization options compared to the other options.

Q4. "One of the important steps of security risk management is to implement security controls." Discuss in light of online transactions. What are the risks of cash on delivery payment system in e-commerce?

Ans4. Security risk management is an essential process that is implemented to identify, assess, and mitigate security risks associated with online transactions. One of the critical steps of security risk management is to implement security controls. Security controls are put in place to protect sensitive information, prevent unauthorized access, and ensure the security and confidentiality of data during online transactions. These security controls may include measures such as access controls, encryption, firewalls, and antivirus software.

In the context of e-commerce, security controls are necessary to protect customers' sensitive information such as personal data, credit card details, and other financial information. These controls ensure that customers can make online transactions with confidence, knowing that their sensitive information is secure.

Cash on delivery (COD) payment system is a popular payment option in e-commerce. However, it comes with various risks. Some of the risks associated with COD payment system are:

1. Fraud: Fraudsters can place fake orders and provide false information, leading to losses for the e-commerce company.

2. Delivery issues: In some cases, delivery agents may not be able to collect payment due to the customer's unavailability or refusal to accept the order. This can lead to losses for the e-commerce company.

3. Return issues: COD payment system can result in high return rates, leading to losses for the e-commerce company.

4. Cash handling issues: COD payment system requires the handling of cash, which can lead to issues such as theft, loss, or mishandling of cash.

Considering the risks associated with COD payment system, it is recommended for e-commerce companies to implement secure payment gateways that use encryption and other security measures to protect customer data and prevent fraud. Moreover, e-commerce companies should also implement security controls such as access controls, firewalls, and antivirus software to ensure the security of their online transactions.

As for website designing options for Mr. A's online book store, there are several options available, including:

1. Custom web design: This option involves creating a unique website design from scratch, tailored to the specific needs and requirements of the online book store. This option can be expensive but offers complete customization.

2. Template-based design: This option involves using pre-designed templates that can be customized with the store's branding and content. This option is cost-effective and provides a professional-looking website.

3. DIY website builders: This option involves using DIY website builders that offer drag-and-drop functionality and pre-designed templates to create a website without any coding knowledge. This option is the most cost-effective but may not offer as much customization as the other options.

Considering the limitation of financial resources, Mr. A can opt for a template-based design or a DIY website builder to create his online book store website. These options are cost-effective and can still offer a professional-looking website.

Q5. "Internet provides a perfect platform for both job-seeks and job-providers." Discuss the pros and cons of the statement. What is the future scope of online career services in India? Also give examples of some popular online career websites.

Ans. Pros of the statement:

1. Accessibility: The internet provides access to a vast range of job opportunities that were not previously available. Job-seekers can search for jobs across various industries and geographic locations.

2. Cost-effective: Online job portals are usually free for job-seekers, which makes it easier for them to apply for multiple jobs without incurring any costs.

3. Efficiency: Online job portals provide job-seekers with the ability to apply for jobs quickly and easily. They can create a profile, upload their resume, and apply for multiple jobs at once.

4. Increased reach: Online job portals provide job-seekers with access to a wider range of potential employers, including those who are not physically present in their area.

Cons of the statement:

1. Increased competition: With the increased accessibility of online job portals, the competition for jobs has also increased.

2. Scams: Online job portals are often targeted by scammers who pose as legitimate employers in order to steal personal information from job-seekers.

3. Lack of personal touch: The lack of face-to-face interaction with potential employers can make it difficult for job-seekers to build personal relationships and make a good impression.

Future scope of online career services in India:

The future scope of online career services in India is very promising. With the increasing penetration of the internet and the growing number of job-seekers, online career services are likely to become even more popular in the coming years. Online career services are expected to provide more personalized and customized services to job-seekers and will continue to be an important source of job opportunities in the future.

Examples of popular online career websites:

1. Naukri.com

2. Monsterindia.com

3. Timesjobs.com

4. Indeed.com

5. LinkedIn.com

6. Glassdoor.com

7. Careerbuilder.com

8. Shine.com

9. Freshersworld.com

10. Simplyhired.com

Q6. "The framework of e-commerce faces a number of security threats that may lead to loss of present as well as potential business." Explain. Briefly explain the Contravention under section 44 of the IT Act 2000.

Ans. The framework of e-commerce has become vulnerable to various security threats with the advancement of technology. These threats include hacking, viruses, malware, phishing, identity theft, and cyber-attacks. These security threats can compromise the confidentiality, integrity, and availability of data and may lead to financial losses, loss of customer trust, and damage to the

reputation of the business. It is important for e-commerce businesses to implement robust security measures to protect themselves and their customers from these threats.

One of the measures to protect e-commerce businesses from security threats is by complying with the provisions of the IT Act 2000. Section 44 of the IT Act 2000 deals with the penalty for failure to protect data. This section states that if any person who is possessing, dealing or handling any sensitive personal data or information in a computer resource which he owns, controls or operates, is negligent in implementing and maintaining reasonable security practices and procedures and thereby causes wrongful loss or wrongful gain to any person, then he shall be liable to pay damages to the person so affected.

In simpler terms, this means that if an e-commerce business fails to implement and maintain reasonable security practices and procedures to protect the sensitive personal data or information of its customers and such failure causes wrongful loss or gain to any person, then the business can be held liable to pay damages to the affected person. Hence, it is important for e-commerce businesses to comply with the provisions of the IT Act 2000 to avoid such penalties and protect themselves and their customers from security threats.