

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May,2019

Course:
E-Commerce and M-Commerce Law (Hons-2)
Semester: VIII
Programme: B.TECH.(CSE), LL.B. (Hons.) Cyber Laws 2015
Time: 03 hrs. Max. Marks: 100
Instructions: Read instructions carefully mentioned in each section.

SECTION A

S. No.	Attempt any Five (5) questions 5*2=10 Marks	10 Marks	CO
Q 1	What are new methods of 'Marketing'	2	CO 3
Q 2	Give five examples of B2B e-Commerce	2	CO 2
Q 3	What is full form of UNCITRAL Model Law 1996	2	CO 1
Q 4	Consensus as idem in e-Contract	2	CO 1
Q 5	Meaning of Social Media Marketing	2	CO 2
Q 6	Mention two benefits of M-Commerce to society	2	CO 2

SECTION B

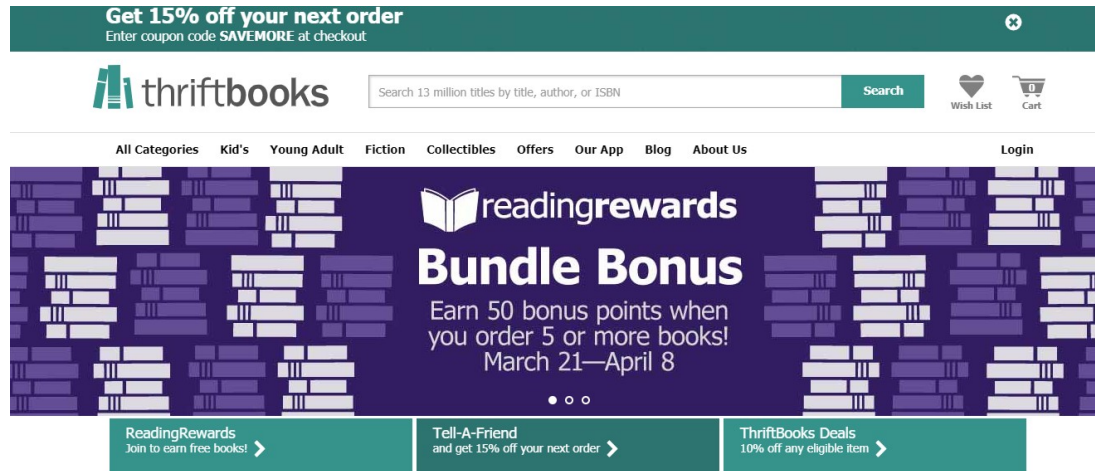
	Attempt any two questions 2*10=20 Marks	20 Marks	CO
Q 7	<p>“The proliferation of smart-phone devices, with ever advancing technological features, has brought the issue of mobile device security back into focus. Mobile devices are rapidly becoming attractive targets for malicious attacks due to significant advances in both hardware and operating systems. The modern mobile platforms, like Android, iOS and Symbian, increasingly resemble traditional operating systems for PCs.”</p> <p>In the light of this statement explain the latest mobile threats with examples.</p>	10	CO 3
Q 8	<p>“Electronic commerce is a relatively new concept that crept into the business vocabulary. A picture of electronic commerce is emerging in which the Internet has become the essential dial-tone for conducting e- business.”</p> <p>Keeping the above stated fact in mind highlight the definition and nature of e-Commerce.</p>	10	CO 1
Q 9	“Technological advancement in the communication industry over the last decade has	10	CO 3

	<p>given rise to consumers and parties to arrange their own business or contractual relations via the Internet. The foot mark of such technology can be seen in the new form of contract which is called "click wrap agreement".</p> <p>Whether Click-Wrap Agreements are valid in e-Commerce? Highlight at least two landmark decisions.</p>		
SECTION-C			
	Attempt all questions 2*10=20 Marks	20 Marks	CO
Q 10	In e-Banking or Internet Banking, 'Identity theft' is a serious crime affecting millions of people a year and accounting for the loss of billions of dollars every year all around the world. What is identity theft and how thieves go about stealing an identity? Explain remedy given in Indian law.	10	CO 3
Q 11	Highlight historical evolution of e-Commerce law in India with the reference of International laws.	10	CO 2
SECTION-D			
	Attempt all questions 2*25=50 Marks	50 Marks	CO
Q 12	<p>A case of cheating and fraud was filed by Mr. Piyush, resident of Mathura, against e-Commerce website named www.ddlm.com owned by Digital Digit-Level Marketing (DDL M) Company situated at Bangalore. The nature of this website is B2C. Mr. Piyush got an email in his inbox related to the new launch of wrist watches at attractive prices by the Swisscompany. Mr. Piyush ordered Swiss Watch from their website. As the cash on delivery option was not available, therefore, the payment gateway adopted by Mr. Piyush was Quickpayee and paid 15,000 Rs. from his debit card. After successful payment when Mr. Piyush received the parcel, he found the ordered product was broken. Moreover, from the appearance the product seemed to be already used by someone. Mr. Piyush became very furious and called customer care numbers given on the website. The customer case executive told that www.ddlm.com is not at liable because of two reasons:</p> <p>(a) www.ddlm.com only indicates updates about new launches and (b) Ordered product was packed and delivered by the Swisscompany not by www.ddlm.com.</p> <p>On the basis of above-mentioned hypothetical problem answer following questions:</p> <ol style="list-style-type: none"> 1. Name of the parties involved. 2. What is B2C e-Commerce? Give examples. 3. Whether www.ddlm.com is liable for the cheating and fraud? If yes, explain. If no, then who is responsible? 4. Whether the statement/justification of customer care executive exempts www.ddlm.com from legal liability? 5. Advise Mr. Piyush with the help of e-Commerce law in India. 	25	

Q 13

Ms. Geetanjali visited online commercial websites that offers books on all the categories like fiction, non-fiction, stories, novels and for kids, young, adults and aged people. She observed <https://www.thriftbooks.com>. The information on the website was given as under:

“*Thriftbooks* is C2C e-Commerce website that offers branded promotional offers for booklovers. The website has set its mood with a unique style. It gives reading rewards from particular dates to earn bonus points and 15% off on your next order.”



Ms. Geetanjali got fascinated and sent an email to the website and ordered two fiction books. She opted Cash on Delivery mode of payment?

On the basis of this hypothetical facts answer following questions: Answer given in Yes /No form are not acceptable. Justify your answer.

1. What are various Models of e-Commerce?
2. With examples explain the nature of C2C e-Commerce.
3. What are payments modes involved in e-Commerce payment portals?
4. Whether sending of an email for purchasing the product is offer or Acceptance? Explain with relevant sections.
5. In case the given information on the website is false, which laws will come to safeguard Ms. Geetanjali?

25

CO 3

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SECTION A

S. No.	Attempt any Five (5) questions 5*2=10 Marks	10 Marks	CO
Q 1	What are traditional methods of 'Marketing' of product?	2	CO 1
Q 2	Give three examples of G2B e-Commerce	2	CO 2
Q 3	Difference between e-Business and e-Commerce	2	CO 1
Q 4	When (Date) the Information Technology Act came into existence?	2	CO 1
Q 5	Meaning of Browse Wrap e-Contract	2	CO 2
Q 6	Two benefits of M-Commerce to consumers	2	CO 2

SECTION B

	Attempt any two questions 2*10=20 Marks	20 Marks	CO
Q 7	Highlight historical evolution of e-Commerce law in India with the reference of International laws.	10	CO 1
Q 8	Do you agree that "Electronic commerce is a sub-set of e-Business and has become lifeline of traditional commerce too?" Explain your answer with relevant examples and different types of e-Commerce.	10	CO 2
Q 9	"Shrink wrap contracts are boilerplate contracts, packaged with products; usage of the product is deemed acceptance of the contract. Shrink-wrap refers to license agreements in software which is compulsory to downloaded if user ants to use it." Whether Shrink-Wrap Agreements are valid in e-Commerce? Highlight at least two landmark decisions.	10	CO 3

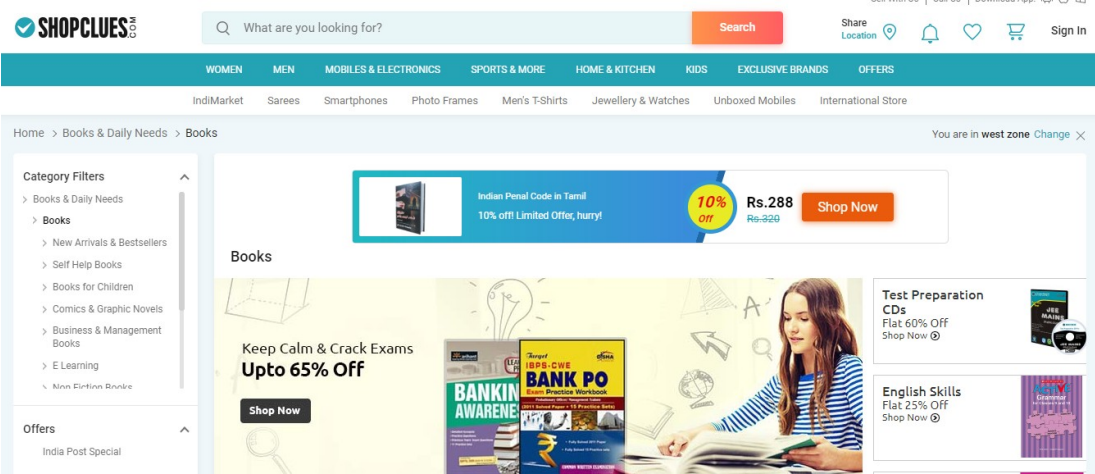
SECTION-C

	Attempt all questions 2*10=20 Marks	20 Marks	CO
Q 10	"The modern smart mobile platforms, like Android, iOS and iPhones have come with comfortable life. M-Commerce has become a trend. However, users are vulnerable to multiple dangers".		

	What is the meaning of ‘M-Commerce’? Explain latest mobile threats while doing M-Commerce.		
Q 10	The Times of India reported: “With more and more people opting for online payments, payment gateways and mobile wallets are facing the risk of being misused by unscrupulous merchants.” What are frauds in Online Payment Mechanism of e-Commerce? Explain the remedy provide in law.	10	CO 3

SECTION-D

	Attempt all questions 2*25=50 Marks	50 Marks	CO
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Q 12	<p>Mr. Roshan visited online commercial websites that offers books on all the categories like fiction, non-fiction, stories, novels and for kids, young, adults and aged people. He observed https://www.shopclues.com. The information on the website was given as under:</p> <p>“<i>Shopclues</i> is C2C e-Commerce website that offers branded promotional offers for booklovers. The website has set its mood with a unique style. It gives reading rewards from particular dates to earn bonus points and 15% off on your next order.”</p>  <p>Mr. Roshan got fascinated and sent an email to the website and ordered two novels. He opted Cash on Delivery mode of payment?</p> <p>On the basis of this hypothetical facts answer following questions: Answer given in Yes /No form is not acceptable. Justify your answer.</p> <ol style="list-style-type: none"> 1. What are various Models of e-Commerce? 2. With examples explain the nature of C2C e-Commerce. 3. What are payments modes involved in e-Commerce payment portals? 4. Whether sending of an email for purchasing the product is offer or Invitation to Offer? Explain with relevant sections. 	25	CO 3
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	<p>5. In case the given information on the website is false, which laws will come to safeguard Mr. Roshan?</p>		
<p>Q 13</p>	<p>A case of cheating and fraud was filed by Mr. Piyush, resident of Mathura, against e-Commerce website named www.ddlm.com owned by Digital Digit-Level Marketing (DDL M) Company situated at Bangalore. The nature of this website is B2C. Mr. Piyush got an email in his inbox related to the new launch of wrist watches at attractive prices by the Swisscompany. Mr. Piyush ordered Swiss Watch from their website. As the cash on delivery option was not available, therefore, the payment gateway adopted by Mr. Piyush was Quickpayee and paid 15,000 from his debit card. After successful payment when Mr. Piyush received the parcel, he found the ordered product was broken. Moreover, from the appearance the product seemed to be already used by someone. Mr. Piyush became very furious and called customer care numbers given on the website. The customer case executive told that www.ddlm.com is not at liable because of two reasons:</p> <p>(b) www.ddlm.com only indicates updates about new launches and (b) Ordered product was packed and delivered by the Swisscompany not by www.ddlm.com.</p> <p>On the basis of above-mentioned hypothetical problem answer following questions: Answer given in Yes /No form is not acceptable. Justify your answer.</p> <ol style="list-style-type: none"> 1. Name of the parties involved. 2. What is B2C e-Commerce? Give examples. 3. Whether www.ddlm.com is liable for the cheating and fraud? If yes, explain. If no, then who is responsible? 4. Whether the statement of customer care executive exempts www.ddlm.com from legal liability? 5. Advise Mr. Piyush with the help of e-Commerce law in India. 	<p>25</p>	<p>CO 3</p>