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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBE |
| **Course Code:** BBA3049 | **Course Name:** Legal aspects of E-commerce |
| **Semester**: V | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **26** | **26** | **26** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| **1** | Mention any two disadvantages of E-Commerce. | **2 Marks** | **Remember** | **CO1** |
| **2** | What is the UNCITRAL Model on E-Commerce? | **2 Marks** | **Remember** | **CO1** |
| **3** | Define an electronic contract. | **2 Marks** | **Remember** | **CO2** |
| **4** | What does the IT Act say about Certifying Authorities? | **2 Marks** | **Remember** | **CO2** |
| **5** | Name two offenses covered under data protection regulations. | **2 Marks** | **Remember** | **CO3** |
| **6** | State two salient feature of banking laws relevant to electronic transactions. | **2 Marks** | **Remember** | **CO3** |
| **7** | What is the primary aim of the Brussels Regulation in the European Union? | **2 Marks** | **Remember** | **CO4** |
| **8** | What is the purpose of the Hague Convention concerning jurisdiction? | **2 Marks** | **Remember** | **CO4** |
| **9** | List out any two of the primary advantage of e-commerce over traditional retail? | **2 Marks** | **Remember** | **CO5** |
| **10** | Name two recent trends in e-commerce that are shaping the industry. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | **Bloom's Level**  | **CO** |
| **11** | Compare the effectiveness of traditional commerce and E-Commerce in terms of cost, reach, and scalability, using a real-life case study. | **7 Marks** | **Understand** | **CO1** |
|  | **Or** |
| **12** | Describe the historical evolution of E-Commerce. | **7 Marks** | **Understand** | **CO1** |

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| **13** | Examine a scenario where a digital signature was used in a high-value transaction. Discuss the security advantages and legal implications involved in case of a forgery. | **7 Marks** | **Understand** | **CO2** |
|  | Or |
| **14** | Discuss the advantages of using digital signatures in securing e-contracts | **7 Marks** | **Understand** | **CO2** |

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| **15** | Explain the challenges in protecting consumers in the virtual world under e-commerce directives. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **16** | A case of cyber harassment is reported. Discuss the legal provisions for punishing the offender under Indian criminal law. | **7 Marks** | **Understand** | **CO3** |

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| **17** | Analyze the role of Private International Law principles in resolving jurisdictional conflicts. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **18** | Compare the Brussels Regulation and the Rome Regulation in determining jurisdiction for cross-border civil and commercial matters. | **7 Marks** | **Understand** | **CO4** |

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| **19** | Compare the impact of e-commerce on traditional retail in terms of customer reach and operational costs. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **20** | Explain how subscription-based services are transforming the e-commerce landscape. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | Discuss the salient features of data protection laws aimed at securing personal data. | **15 Marks** | **Apply** | **CO2** |
| **22** | A consumer purchases defective goods from an e-commerce site but fails to receive a refund. Analyze the case under the Consumer Protection Act and EC Directive on distance selling. | **15 Marks** | **Apply** | **CO3** |
| **23** | A French company enters into a cross-border trade agreement with a German firm, and a dispute arises. Evaluate how the Hague Convention and the Brussels Regulation would address jurisdiction and applicable law in this scenario. | **15 Marks** | **Apply** | **CO4** |
| **24** | A consumer electronics retailer has decided to transition to an online model after observing the growing dominance of e-commerce. Compare the operational and marketing strategies needed for success in e-commerce compared to traditional markets. | **15 Marks** | **Apply** | **CO5** |