

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BBA3049

Course Name : Legal Aspects of E Commerce

Program : BBA

Date : 10-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5X4M=20M

1. State the advantages and disadvantages of an Electronic Signature.
(CO1) [Knowledge]
2. Mention the Indian legislations or statutes that lay down provisions for jurisdiction in E-Commerce.
(CO3,CO2) [Knowledge]
3. What is the meaning of E-Commerce transaction? Mention the different types of E-Commerce transactions.
(CO5) [Knowledge]
4. Define the term 'Consumer' as given in the Consumer Protection Act, 2019.
(CO3) [Knowledge]
5. State significance of the Digital Signature under the Information Technology Act, 2000.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

6. Why is the Consumer Protection Act,1986 significant in ensuring fair and ethical business practices, and how does it contribute to safeguarding the rights and interests of consumers in the marketplace?
(CO2) [Comprehension]

7. Write short notes on -
1. Breach of Contract
2. Types of Contract

(CO5) [Comprehension]

8. **"Electronic contracts, formed and executed through digital means, are legally valid and enforceable, acknowledging the evolving nature of business transactions in the digital era."** What do you understand by the term electronic contracts? Discuss the different types of Electronic Contracts.

(CO3) [Comprehension]

9. **"The Consumer Protection Act, 1986 in E-Commerce serves to safeguard online consumers by regulating transactions, ensuring fair practices, and providing avenues for dispute resolution".** Discuss the salient features of the Consumer Protection Act.

(CO1) [Comprehension]

10. **"In the realm of e-commerce, where digital content, software, and brand identities are prevalent, IPR laws help ensure fair competition, foster innovation, and maintain consumer trust. Striking a balance between encouraging innovation and safeguarding creators' rights is essential for the sustainable growth of e-commerce, promoting a healthy marketplace for both businesses and consumers".** In the light of this statement discuss the relation of E-Commerce and Intellectual Property Laws.

(CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

11. **"E-commerce and consumer protection are intricately linked in the digital marketplace, where online transactions have become an integral part of modern commerce. Ensuring consumer trust and safeguarding their rights is paramount in this context. Consumer protection laws and regulations also play a crucial role in holding e-commerce entities accountable for fair business practices, accurate product information, and timely delivery. As the digital marketplace evolves, the need for effective mechanisms to address issues like privacy concerns, product quality, and reliable dispute resolution becomes increasingly important to foster a safe and trustworthy environment for online consumers."** Comment on how does the growing influence of E-Commerce impact consumer protection measures, and also discuss the rights given to consumers.

(CO4) [Application]

12. **"India's E-Commerce market is at an early stage but is expected to see huge growth over the next four to five years. Over the past 12 months, venture capitalists have invested heavily in India's E-Commerce market, new players have emerged, and the E-Commerce ecosystem has developed, presenting a huge opportunity for companies willing to work through some of the logistics and payments challenges in India. E-Business professionals with an interest in the online retail market in India must understand how India differs from other leading E-Commerce markets and where hurdles do and don't exist".** In the light of the above statement, what according to you are the notable recent trends in the E-Commerce industry in India, and how are businesses adapting to emerging technologies and changing consumer behaviors in this dynamic market?

(CO5) [Application]