THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions.   **(6x5=30)**

1) What is the role of ASP in an E-Commerce website?
2) How can I create a shopping cart using ASP and HTML?
3) What is the difference between traditional retail and E-Commerce?
4) What is B2C E-Commerce?
5) What is cyber security in E-Commerce?
6) What is SSL/TLS in E-Commerce?

Q.2. Answer the following questions.   **(3x10=30)**

1) What are the various online advertising channels and strategies that can be employed by E-Commerce businesses to attract potential customers and drive sales?
2) What are e-marketplaces, and how do they function in the context of E-Commerce? How do they benefit both buyers and sellers, and what are some popular examples of E-marketplaces across various industries?
3) What are the fundamental concepts and components that underpin the foundation of E-Business, and how do they contribute to the overall success and growth of online ventures?