Roll No. .....



# 56071

# MBA 2 Yr. 4th Semester (N.S.) Examination-May, 2015

# E-Commerce

## Paper-MBA-402

Time: 3 hours

Max. Marks: 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note: Section A is compulsory. Attempt one question from each unit in Section B. All questions carry equal marks.

## Section-A

- 1. (a) Define E-Cash.
  - (b) What is Debit Card?

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(c) Some businesses stiff believe that e-commerce is a bad or it is not worth pursuing. What reasons could you give them to use EC?

- (d) What is meant by M-commerce?
- (e) What are the merits of EDI?

#### Section-B

#### Unit-I

- 2. (a) Describe the driving forces, benefits and limitations of Electronic Commerce.
  - (b) Discuss how Electronic Commerce framework is being built on World Wide Web Architecture.
- 3. What are the developments that have contributed to the emergence of the Internet as an electronic commerce infrastructure?

#### Unit-II



- 4. Discuss the players and processes involved in using credit cards online? Also explain the security mechanisms used for protection against Internet fraud.
- want to commercialize. Outline a design for a web-site for the wider dissemination and/or sale of the program Actual HTML is not required, nor are details of the program. Your answer should include: Elements of the network infrastructure for the business model and a description of any mechanism or legal framework needed. Discuss the risks involved in electronic payment systems.

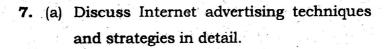
## Unit-III

6. Define B2B commerce. What are the applications of Intranet in the context of e-procurement and supply chain management? Cite the pros and cons of B2B

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e-commerce. Do you think the advantages exceed the drawbacks? Justify your answer.



(b) Explain the benefits of E-retailing from customer and business perspectives.

#### Unit-IV

- Describe the need and methods to protect both buyers and sellers in online marketing.
- 9. (a) Is it true that individual privacy is threatened by the use of search engines? Explain.
  - (b) Explain the role of self-interested agents in e-commerce applications.

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