

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 still 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

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4. Discuss the players and processes involved in using credit cards online? Also explain the security mechanisms used for protection against Internet fraud.
 5. Imagine you have written a program that you 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.

7. (a) Discuss Internet advertising techniques and strategies in detail.
- (b) Explain the benefits of E-retailing from customer and business perspectives.

Unit-IV

8. 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.