

Roll No. ....

**12916**

**MBA Executive (Evening) 2nd Semester  
Examination – July, 2022**

**E-COMMERCE AND APPLICATIONS**

Paper : 21IME22C6

*Time : Three hours ]*

*[ Maximum 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 examination.*

*Note : Section-A (Question No. 1) is compulsory. Attempt one question from each Unit in Section-B. All questions carry equal marks.*

**SECTION – A**

1. Discuss the following :
  - (a) Uses E-commerce
  - (b) Security issues in e-commerce
  - (c) Customer Asset Management
  - (d) Online Publishing
  - (e) Financial Information systems

**SECTION – B**

**UNIT – I**

2. If you plan to start a e-commerce company then what will be the technological and infrastructural requirements ?
3. What are privacy and legal issues in e-commerce ?

**UNIT – II**

4. What are the changing retailing dynamics ?
5. What are the strategies for management of online customer service and support ?

**UNIT – III**

6. Discuss intranet-based manufacturing.
7. Discuss management issues in online banking.

**UNIT – IV**

8. Discuss the role of Human Resource Management Systems.
9. Discuss the following :
  - (a) Intranet
  - (b) Financial management software