

Roll No.

56071

MBA (2nd Year) 4th Semester (New Scheme)

Examination – May, 2013

E-COMMERCE

Paper : MBA-402

Time : Three hours]

[Maximum Marks : 50

Before answering the question, 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 : Attempt *all five* questions in **Section-A**. Attempt *four* questions selecting *one* question from each unit in **Section-B**. All questions carry equal marks.

SECTION – A

1. What do you understand by commercialization of internet ?
2. What do you mean by intra-organizational commerce ? Give example.

56071-2900-(P-4)(Q-13)(13)

P. T. O.

3. What is a value added network ?
4. List the benefits of mobile commerce.
5. What is e-CRM?

SECTION – B

UNIT – I

1. What is e-commerce ? Describe the generic framework of e-commerce with the help of a diagram depicting the integration of its various components.
2. What do you mean by network infrastructure for e-commerce ? Give a detailed description of the components of information superhighway infrastructure.

56071-2900-(P-4)(Q-13)(13) (2)

UNIT - II

3. Classify different forms of electronic payments. What types of risks are involved in electronic payments? What issues must be considered in the design of an electronic payment system? Explain.
4. What are the basic building blocks of an EDI system? What are the benefits of using EDI? Discuss.

UNIT - III

5. What is e-procurement? How cost savings may arise from e-procurement? What major risks are involved with e-procurement?
6. Outline various forms of internet advertising and discuss major factors limiting its growth.

56071-2900-(P-4)(Q-13)(13) (3)

P. T. O.

UNIT – IV

7. Write short notes on any *two* of the following :

- (i) Consumer search and resource discovery
- (ii) Digital copyrights
- (iii) Search Engines

8. What are software agents? Briefly describe the characteristics of these agents and their role in e-commerce environment.

56071-2900-(P-4)(Q-13)(13) (4)