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12081

MBA 2nd Year 4th Semester Examination,

May-2018

E-COMMERCE

Paper-17IMG24C1

Time allowed : 3 hours]

[Maximum marks : 50

Note : *All questions in Section-A are compulsory. Attempt any four questions from Section-B selecting at least one question from each unit. All questions carry equal marks.*

Section-A

1. Explain the following : 5×2=10
- (a) B2B e-commerce
 - (b) Credit Card
 - (c) e-Retailing
 - (d) e-Commerce Agents
 - (e) Cryptography

Section-B

Unit-I

2. Differentiate between e-commerce and e-business.
Discuss the future of e-commerce in India. 10
3. Discuss in detail the infrastructure required for e-commerce. 10

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Unit-II

4. What is EDI ? Explain its architecture and functions. 10
5. Write notes on the following : $2 \times 5 = 10$
- (a) Electronic Payment System
 - (b) Digital Library

Unit-III

6. Discuss the current trends and future prospects of Internet retailing in India. 10
7. Write notes on the following : $2 \times 5 = 10$
- (a) Benefits of Mobile commerce
 - (b) Internet Marketing

Unit-IV

8. Explain the issues relating to online trust, security and privacy. 10
9. Write detailed notes on the following : $2 \times 5 = 10$
- (a) e-CRM
 - (b) Importance of Digital Copyrights

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