

Roll No.

12081

**MBA 2 Year 4th Semester
Examination – July, 2020**

E-COMMERCE

Paper : 17IMG24C1

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 : Attempt *five* questions in all. All questions carry equal marks.

1. (a) Explain different types of e-commerce by the nature of the transactions.
- (b) Distinguish between debit card and credit card.
- (c) Explain the weakness in internet advertising.
- (d) What is network security ?
- (e) What is mobile commerce ?

2. Identify and describe the unique features of e-commerce technology and discuss their business significance. Discuss in the light of traditional business and e-business.
3. What factors affect the e-commerce transactions? Write a brief report on how companies are using Instagram and Face book as a social e-commerce platform.
4. (a) What are the risks involved in Electronic Payment Systems?
(b) What are the advantages and disadvantages of a Smart Card?
5. Describe various e-payment modes. Discuss the relative advantages and limitations of various forms of e-payments.
6. Discuss the various models of e-retailing? Describe the applications of e-commerce tools in retail industry.
7. What are the required features of a desirable B2B EC platform?

8. What are the advantages and pitfalls of customer relationship management? How internet has changed the scenario of servicing the customers optimally.
9. Explain the key dimensions to e-commerce security. Differentiate all the dimensions from customers' and merchants' perspective.