

7. What is mobile commerce ? Discuss the utility of mobile commerce. Identify the nature of business which may take maximum advantage of mobile commerce.

Unit-IV

8. What are the key elements of technology-enabled customer relationship management ? What advantages does technology-enabled customer relationship management have over traditional seller-customer interactions ?
9. Elucidate how market research can be conducted on Internet Commerce.

<http://haryanapapers.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

56071-750-(P-4)(Q-9)(16)

(4)

56071

**MBA 2 Year 4th Semester
(N.S.) (Re-appear) Examination-
December 2016**

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: Attempt **compulsory** question one from Section A and **four** questions from Section B selecting **one** question from each unit. All questions carry equal marks.

Section-A

1. (a) Outline three reasons why a business may wish to adopt e-commerce.
- (b) What is Viral Marketing ?
- (c) What is virtual organization ?

56071-750-(P-4)(Q-9)(16)

(1)

[Turn Over

- (d) What are the pros and cons of using value added networks for B2B commerce ?
- (e) List out various methods of internet advertising.
- (f) Give three benefits of e-CRM.
- (g) What is interactive catalog ?
- (h) What is e-advertising ?

Section-B

Unit-I

- 2. What are the main components of E-commerce infrastructure ? Explain how network infrastructure is critical for e-commerce. Describe B2B, B2C, C2C and C2B models.
- 3. Discuss the major applications of commerce in the field of business. List the facets of E-Commerce with WWW and explain it.

56071-750-(P-4)(Q-9)(16)

(2)

Unit-II

- 4. What is e-payment ? Describe various electronic payment systems. Why is orientation and standardization required for e-payment businesses ?
- 5. How does EDI differ from electronic mail ? What are the benefits of electronic data interchange ? Mention the key requirements of EDI. What are the characteristics of internet-based EDI ?

Unit-III

- 6. (a) Describe the different elements of an e-procurement system.
- (b) What is electronic market ? Write advantages and disadvantages of E-Market.

56071-750-(P-4)(Q-9)(16)

(3)

[Turn Over