

Roll No. ....

**56071**

**MBA 2 Year 4th Semester (Old) 2011-13  
Examination – December, 2018**

**E-COMMERCE**

**Paper : MBA-402**

*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, selecting one question from each Unit. Question No. 1 is compulsory.*

1. Write short notes on following : 10
- (i) E-Commerce
  - (ii) Smart Card
  - (iii) Internet advertising
  - (iv) CRM

### UNIT – I

2. Define Electronic commerce. Explain its origin and need. Also explain its applications. 10
3. Describe the business and Technological dimensions of e-commerce. 10

### UNIT – II

4. What do you mean by Inter- organizational commerce & Intra- organizational Commerce. Explain . 10
5. Explain the following : 10
- (i) Digital Library
  - (ii) Value added Network

### UNIT – III

6. Describe the following : 10
- (a) On-line Research
  - (b) Internet Retailing
7. Define mobile commerce. Explain its benefits. Also explain mobile commerce framework. 10

### UNIT – IV

8. Explain the following : 10
- (i) Computer based education & Training
  - (ii) Security
9. Describe the following : 10
- (i) Digital copyrights
  - (ii) Agents in e-commerce.