

Roll No.

12081

**MBA 2 Year 4th Semester
Examination – May, 2019**

ELECTRONIC 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 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. Explain the following :

- (i) Need of electronic commerce
- (ii) I-way
- (iii) Electronic data interchange
- (iv) Benefits of m-commerce
- (v) What do you mean by digital copyright ?

SECTION – B

UNIT – I

2. Clarify the concept of e-commerce and discuss the technological dimensions which make e-commerce a productive tool for business organizations.
3. Describe various applications of e-commerce which help in improving the productivity of business organizations.

UNIT – II

4. "Risk management is an essential challenge to electronic payment system." Comment upon the statement and outline the critical factors which require attention in the design of electronic payment system.
5. What do you understand by Value Added Network ? What types of service are provided by these networks to the business organizations ? Also describe the pricing structures used by these networks for their services.

UNIT – III

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

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. (a) What is a search engine ? What mechanism is used by search engines to collect information from websites ?
(b) How advances in technology are changing the educational paradigm ?
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