

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7157**

Roll No.

--	--	--	--	--	--	--	--	--	--

**M.B.A.**(SEM IV) EVEN SEMESTER THEORY EXAMINATION,  
2009-2010**ELECTRONIC COMMERCE**

Time : 3 Hours

Total Marks : 100

**Note :** Attempt ALL questions.

1. Attempt any four parts of the following : (4x5=20)

Discuss in brief about :

- Language issues in Electronic commerce.
  - Peer-to-Peer payment systems.
  - Revenue Models.
  - Technology-enabled customer relationship management.
  - Transaction Integrity with digital signatures.
  - Online Banking-Security threats.
2. (a) Explain B2C E-Commerce using an example of a customer reserving airline tickets from home or place of work. (2x10=20)
- (b) What are the advantages and disadvantages of E-Commerce ? Discuss.

**OR**

What is E-Commerce ? Briefly discuss the key (20) components of an effective business model with example.

3. (a) Describe the major steps involved in an online credit card transaction. (2x10=20)
- (b) What is a digital signature ? Why is it necessary in E-Commerce ?

OR

- (a) What types of Electronic Payment Systems are required in E-Commerce ? Explain the necessary characteristics of each type of payment system. (2x10=20)
- (b) Explain SET protocol used in credit card transactions. What is the main interesting aspect of SET protocol which gives confidence to customers transacting business using Internet.
4. (a) Many consumers use the Internet to investigate purchases before actually buying, which is often done in a physical store front. What implications does it have for online merchants ? What can they do to entice more online buying, rather than pure research ? (2x10=20)
- (b) What is online advertising ? Briefly discuss the advantages of online advertising over traditional advertising.

OR

Promoting products on the web is different from (20)  
using mass media promotion or personal contact.  
Assume that you want to explain these differences  
to a person who is planning to open a website  
that will sell Holiday packages. Write about each  
approach (mass media, personal contact, the web).  
Explain the advantages and disadvantages of  
each approach.

5. Write short notes on any two of the  
following : (2x10=20)
- (a) Challenges emerging in Mobile commerce.
  - (b) Management issues in online banking.
  - (c) Mobile security and Encryption.

- o O o -