

Printed Pages : 2



MBA-IT-04

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

PAPER ID : 270462

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15

ELECTRONIC COMMERCE

Time : 3 Hours]

[Total Marks : 100

Note : Attempt All Questions. All questions carry equal marks.

1 Attempt any four of the following : $5 \times 4 = 20$

- (a) Distinguish between online and offline transactions.
- (b) Explain the significance of internet server in E-commerce business.
- (c) What is E-commerce? Why there is need to study E-commerce?
- (d) What role does SCM play in Business to Business model i.e. B2B E-Commerce?
- (e) What is Firewall? State the function of Firewall in E-commerce.
- (f) Define Electronic Data Interchange. What are the components of Electronic Data Interchange?

- 2** Attempt any two of the following : **10×2=20**
- (a) Explain the anatomy of E-commerce in detail.
 - (b) Consider the development of a portal for a Retailer shop. Discuss the various technologies, tools and components involved in designing the same.
 - (c) What is on line payment system? Explain in detail. Also, discuss the various risks associated with it.
- 3** Attempt any two of the following : **10×2=20**
- (a) Discuss the pros and cons of internet for commerce.
 - (b) What are the various challenges for E-commerce? Discuss.
 - (c) Explain the design aspects of a secure E-Commerce system and its applications.
- 4** Attempt any two of the following : **10×2=20**
- (a) Discuss the status of e-commerce environment in India.
 - (b) Discuss strategies in selecting and adopting various electronic payment methods in developing versus developed countries.
 - (c) Explain ATM in detail.
- 5** Attempt any two of the following : **10×2=20**
- (a) Explain eight unique features of E-commerce.
 - (b) Discuss the future of E-commerce in India.
 - (c) Explain EDI architecture in detail.
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