

SECTION – B

UNIT – I

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 ?

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- 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 ?

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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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