

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2063)

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M.B.A. 3rd Semester Examination

E-Commerce

ITEM-06

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.

Note : Students are required to attempt five questions in all selecting one question from each unit.

UNIT - I

1. What are various channels of E-commerce.
Explain advantages of E-commerce. (12)
2. What is the role of web in E-commerce communication? Explain evolution of internet. (12)

UNIT - II

1. Explain the concept of ISPs, regional & local level ISPs. (12)
2. What are different types of threats in E-commerce? List them in detail. (12)

UNIT - III

1. What is the role of EDI in E-commerce? Explain fully. (12)
2. What are various legal, security & privacy issues in EDI? Explain. (12)

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UNIT - IV

1. What do you mean by smart cards? Explain credit card based electronic payment system. **(12)**
2. Explain the factors which should be addressed while designing electronic payment system. **(12)**

UNIT - V

1. Explain the interactive marketing process on the internet in detail stepwise. **(12)**
2. Write notes on :
 - (a) Search and resource discovery.
 - (b) Information search & retrieval. **(12)**