

Question Paper Code : 1674

M.B.A. (M.S.) (Semester-II) Examination, 2018

E-COMMERCE

[MS -022]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Answer the following questions : [3×10=30]

- (a) What is e-commerce ? Discuss. How it differs from e-business ?
- (b) What is Portal ? How it differs from website ?
- (c) Differentiate between Digital Signature and Digital Certificate.
- (d) Discuss the advantages of cashless payment system.
- (e) Discuss why information over internet is vulnerable.

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[P.T.O.]

- (f) What is firewall ? How it provides security to system ?
- (g) Discuss the limitation of E-commerce.
- (h) What is search engine optimization ?
- (i) Discuss some ethical issues related to e-commerce business.
- (j) What is m-commerce ?

UNIT-I

- 2. What is e-commerce ? Discuss feature of e-commerce that makes e-commerce business better than traditional Business. [10]
- 3. (a) What do you mean by value proposition. Discuss with proper example. [5]
- (b) Discuss the advantage of e-commerce to customer, business personals and society. [5]

UNIT-II

- 4. Discuss different type of payment instrument used with e-commerce business. [10]

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- 5. What is Internet ? Discuss how internet play important role in today's business environment. Also discuss how it differs from intranet and extranet with suitable example. [10]

UNIT-III

- 6. What do you mean by e-commerce business model ? List some popular e-commerce model and discuss any one in detail. [10]
- 7. What do you mean by web security ? Discuss different technique used to provide web security. [10]

UNIT-IV

- 8. Discuss different type of revenue generation model used in e-commerce business. [10]
- 9. Write short notes on (**any two**) : [5×2=10]
 - (a) On Line Banking
 - (b) Cryptography
 - (c) Demonetization effect over e-commerce

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