Total No. of Questions : 5]

SEAT No. :

PC4866

[Total No. of Pages :2

[6382]-7

First Year M.B.A. (Information Technology)

107 GC - 07 : E - COMMERCE

(Credit 2024 Pattern) (Semester- I)

Time : 2 Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All Questions are compulsory.*
2) *Each Questions having 10 marks.*
3) *Figures to the right indicate marks for individual questions.*

Q1) Give the answers in short (Solve any 5): **[5×2=10]**

a) Define M-commerce.

b) What is an electronic fund transfer (EFT)?

c) Define “internet protocol” (IP).

d) Challenges in e-commerce.

e) Explain the concept of B2B model.

f) Define Market Place.

g) Name any two benefits of Social Business Networks?

h) Benefits of e-commerce.

Q2) Explain in Brief (Solve any 2): **[2×5=10]**

a) Discuss five benefits of Mobile commerce.

b) What is shopping cart? Explain different types of shopping carts.

c) Discuss the importance of payment gateways like PayPal in ECommerce.

Q3) Solve in Details (Solve any 1): **[1×10=10]**

a) Classify the different models of B-commerce.

OR

b) Summarize the detail process of NEFT process in banking online transaction.

P.T.O.

Q4) Solve in Details (Solve any 1): **[1×10=10]**

a) Explain the pre-requisite for E-commerce & explain the components of e - commerce.

OR

b) Explain the role of the Internet as the backbone for E-Commerce. Discuss key concepts like IP addresses, domain names, and URLs and their importance in online transactions

Q5) Application Oriented Questions (Solve any 1): **[1×10=10]**

a) Discuss with a neat diagram the major E-commerce activities & mechanism. Describe the online purchasing process.

OR

b) Explain the different technologies available for effective use of E - commerce?