

Total No. of Questions : 5]

SEAT No. :

PD2903

[Total No. of Pages : 2

[6433]-1007

F.Y. M.B.A. (IT)

GC-07 : E-COMMERCE

(2024 Credit Pattern) (Semester - I) (S-I) (ECO507MJ)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question having 10 marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Give the answers in short (Solve any 5) :

[5×2=10]

- a) Define e-Business.
- b) Explain the term URL.
- c) What is NEFT?
- d) Define protocol in networking.
- e) Explain cookies in websites.
- f) List any four commonly used educational online websites.
- g) List two examples of C2C websites.
- h) What are the technological disadvantages of e-commerce?

Q2) Explain in brief (Solve any 2) :

[2×5=10]

- a) Explain the functions of e-commerce.
- b) List five types of business models in e-commerce.
- c) Explain social media commerce.

Q3) Solve in details (Solve any 1)

[1×10=10]

- a) Explain the differences between the payment methods of NEFT, RTGS, and IMPS.

OR

- b) What are the prerequisites for the successful development of an e-commerce website?

P.T.O.

Q4) Solve and do analysis (Solve any 1)

[1×10=10]

- a) Explain the concept of a shopping cart and suggest any improvements to the existing method.

OR

- b) List and explain the benefits of m-commerce for both customers and companies.

Q5) Application oriented questions (Solve any 1)

[1×10=10]

- a) What measures are required to ensure better optimization, scalability, and performance when developing an e-commerce website for your business?

OR

- b) When analyzing www.ebay.com, why do you think eBay is not performing as well compared to other e-commerce websites? What could be the reasons for its underperformance?

