

Roll No.

12081

**MBA 2 Year 4th Semester CBCS
Examination – December, 2018**

E-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 **compulsory** question No. 1 from Section – A and **four** questions from Section – B (**one** question from each unit). All questions carry equal marks.*

SECTION – A

1. Explain the following : 5 × 2 = 10
- (i) E- Business
- (ii) Digital signature

(iii) Value Added network

(iv) Digital library

(v) Firewall

SECTION – B

UNIT – I

2. Define E-commerce. Discuss current trends and future prospects of e-commerce in India. 10
3. What are the main components of e-commerce infrastructure? Explain in detail. 10

UNIT – II

4. Explain the importance of Electronic Data Interchange (EDI) in e-commerce. 10
5. Discuss various issues related with Electronic Payment System. 10

UNIT – III

6. What is mobile commerce? Explain the benefits of mobile commerce with suitable examples. 10

7. Write note on the following : 2 × 5 = 10

(i) E-procurement process

(ii) Internet Retailing.

UNIT – IV

8. Discuss the security and privacy issues relating to e-commerce. 10

9. Write note on the following : 2 × 5 = 10

(i) Importance of computer based education for India

(ii) Internet marketing