

Roll No.

Exam Code : J-19

Subject Code—0289

M. B. A. EXAMINATION

(Batch 2009-2017 Main/Re-appear)

(Fourth Semester)

E-COMMERCE

MM409/IB-419

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Write short notes on the following :

- (i) Importance of e-Commerce.
- (ii) Framework of e-Commerce.
- (iii) Online Publishing Strategies
- (iv) Scope of Internet Advertising.

- (v) Usefulness of Digital Copyright.
- (vi) Customer Asset Management.
- (vii) Online Customer Service and Support.
- (viii) Intranet in Financial Systems.
- (ix) Digital Library vs Traditional Library.
- (x) Advantages of Manufacturing Information System.

Section B

Note : Attempt all the questions.

2. “e-Commerce framework lies on different pillars.” Justify the statement and elaborate how e-Commerce framework works.

Or

What are the different types of Electronic Payment Systems ? Enumerate advantages and disadvantages of various e-Payment system in present scenario. **12**

3. Highlight the changing dynamics in the banking industry. Suggest some strategic considerations that should be weighed in determining plans for developing e-Banking Service.

Or

How the complexity of HR departments can be managed efficiently through intranets ? **12**

4. What is Online Retailing ? Explain the various issues that need to be considered in formulating effectiveness of online retailing.

Or

Discuss the main objectives of Line logistics management system. List some of the problems with intranet based logistics management. **11**