

Roll No.

Exam Code : J-19

Subject Code—0317

M.B.A. EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

E-COMMERCE

MM-409/IB-419

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. Q. No. **1** is compulsory. All questions carry equal marks.

1. Write short notes on the following :

- (i) On-line credit card
- (ii) Internet access providers
- (iii) Online sales force
- (iv) Online marketing strategy

- (v) Challenges in manufacturing information system
- (vi) Role of intranet in financial systems
- (vii) Intelligent agents.

Unit I

- 2. “E-commerce is the new way to do business.” Justify the statement and state the forces fuelling e-commerce. **14**
- 3. Elaborate the concept and management issues in online banking. **14**

Unit II

- 4. What are the advantages and disadvantages of digital copyrights and online publishing ? **14**
- 5. What do you mean by intranets and customer asset management ? Explain the concept of online customer service and support technology. **14**

Unit III

- 6. What are the main characteristics and limitations of intranets in agile manifesting ? **14**
- 7. Write the main objectives and benefits of intranet based manufacturing logistics management. **14**

Unit IV

- 8. Write an essay on intranets and corporate finance. **14**
- 9. Give an overview of the size and structure of financial software markets. **14**