Paper Code: MBA-IT04   **Roll No.**

MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
ELECTRONIC COMMERCE

[Time: 3 hrs]   **[Max. Marks: 100]**

Note:-Attempt All questions.

1. Attempt any four parts of the following: -   **[5x4=20]**

    (a) Define **Electronic Commerce (E-Commerce)** with example.
    (b) Define **Online Banking** with example.
    (c) What is **Payment Gateway**, illustrate with examples.
    (d) What is **B2B e-commerce**, explain with example.
    (e) What is difference between **C2B and B2C e-commerce,** illustrate in brief with example.
    (f) Define **Shopping Cart**, illustrate with examples.

2. Attempt any four parts of the following: -   **[5 x4=20]**

    (a) Differentiate between **COD** and **Online Payment**.
    (b) Write short note on problems associated with COD (Cash on Delivery) payment model.
    (c) What is **Mobile Commerce**, illustrate with examples?
    (d) What is **Transaction Security**, illustrate with examples?
    (e) Define **Online Retailing**, explain with example.
    (f) Define **Online Branding**, explain with examples.

3. Attempt any two parts of the following: -   **[10x2=20]**

    (a) Write a short note on Online Payment Process.
    (b) Write a brief on the Indian E-Commerce Industry.
    (c) Enlist a minimum of ten features of E-Commerce.

4. Attempt any two parts of the following: -   **[10x2=20]**

    (a) Enlist ten challenges in M-Commerce.
    (b) Write a short note on Online Advertising, with explanation on working of PPC and PPV methods.
    (c) Write a short note on Online Mercantile Model.

5. Attempt any two of the following: -   **[10x2=20]**

    (a) Write a short note on Online Market Research.
    (b) Write a short note on Online Customer Relationship.
    (c) Write a short note on Online Credit Card Payment.