

January - 2007

Subject Code—5889

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear)

(2 Years—New Scheme)

MM-409/IB-419

E-COMMERCE

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define the term e-commerce. Also discuss the critical success factors for such transactions.
2. Describe e-tailing and its characteristics with the help of example from the industry.

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3. Assess the value and importance of the internet contribution in setting e-marketing objectives in relation to other possible objectives for an organization.
4. How can one achieve competitive advantages through business on net ?
5. The relationship between manufacturers and their distributors regarding sales on the web can be very strained. Direct sales may cut into the distributors' business. Discuss the strategies available to handle such channel conflicts.
6. What is the role of IT in expediting the process of Human Resource Function in an organization ? List some enterprise HR Management Systems and how are they helpful to increase the efficiency ?
7. How does electronic communication enable restructuring of the value chain network ? Select a retailer of your choice and analyse the strategy for management of the supply chain.
8. Write a detailed note on e-commerce on supply chain management.