

Roll No.

Subject Code—2216
M.B.A. EXAMINATION

(Fourth Semester)
E-COMMERCE
MM-409/IB-419
(2 Years-New Scheme)

Time : 3 Hours *Maximum Marks : 100*

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

1. What are financial intranets ? Explain the software modules in financial information system.
2. Write a comprehensive note on changing dynamics in the banking industry.
3. Describe the management challenges involved in online retailing. How can they be overcome ?

(3-02-6-09)

P.T.O.

4. What do you understand by internet services providers ? Explain their activities in India.
5. What do you mean by integrated logistics ? How would you manage its various activities ? Explain with examples.
6. Explain the management challenges in online publishing. How would you manage the same ?
7. Define intelligent agents. How can the intelligent agents have an impact on e-commerce ?
8. Write notes on the following :
 - (a) Corporate digital library
 - (b) Electronic payment technology.