

Subject Code—8199-X

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear Prior to Batch 2009)

E-COMMERCE

MM-409/IB-419

Time : 3 Hours

Maximum Marks : 100

Section A

1. Write short notes on any *Seven* of the following : **7×7=49**

- (i) Concept of e-Commerce and its advantages over traditional commerce
- (ii) Online services
- (iii) Internet service providers
- (iv) Manufacturing
- (v) Retail Supply Chain

- (vi) Online Salesforce
- (vii) Integrated logistics
- (viii) Management issues in online banking
- (ix) Transaction accounting
- (x) Corporate digital library.

Section B

Note : Attempt all the questions. **3×17=51**

2. What forces have lead to growth of e-Commerce ? What challenges e-Commerce faces in India ?

Or

Write a detailed note on Electronic payment technology.

3. What do you mean by online retailing ? Name 5 online retail companies operating in India.

Or

How online customer service and support can be provided ?

4. What are the software modules in Financial Information system ?

Or

What is Online Publishing ? What are different online publishing strategies ? How copyright of online publishing can be obtained ?