Printed Pages : 2   MBA – 442

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 1465   Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ]

M. B. A.

(SEM. IV) EXAMINATION, 2006-07

FUNDAMENTALS OF E-COMMERCE

Time : 3 Hours]   *[Total Marks : 100*

Note :   *Attempt all questions. All question carry equal marks*

1   Attempt any **four** parts of the following :   5×4=20
    (a)   What is E-commerce? How it is different from traditional commerce?
    (b)   List few business processes that are well suited to E-commerce.
    (c)   Discuss role of multimedia in development of E-commerce.
    (d)   Give some examples of C2C E-commerce.
    (e)   List three most important advantages of E-commerce.
    (f)   Explain the role of intranet in an organization's development.

2   Attempt any **four** parts of the following :   5×4=20
    (a)   What are the main features of I-way? How it grows?
    (b)   What are Network infrastructure for E-commerce?
    (c)   What is intranet? What are its potential benefits to an organization?
    (d)   Explain internet addressing scheme in brief.

(e) Describe five classes of internet addresses.

(f) How m-commerce is different from E-commerce.

3 Attempt any **two** parts of the following : 10×2=20

(a) What are various attacks on an E-commerce website? What preventions should be taken to counteract these attacks?

(b) What is SSL? How does it work? Explain the method of credit and transaction.

(c) Explain the public key encryption technique in details.

4 Attempt any **two** parts of the following : 10×2=20

(a) Explain the method of transaction processing. How can a merchant minimize the incident of internet frauds?

(b) What do you understand by the term 'Hacking'? How it can be prevented in an business organization?

(c) Discuss various security issues in online banking.

5 Attempt any **two** parts of the following : 10×2=20

(a) Explain the functioning of an EDI based system and contrast it with manual transaction system.

(b) What are the basic components of supply-chain management? How Internet can be useful for each of them?

(c) Write short notes on :
(i) Legal issues in E-commerce
(ii) Customer Relation Management.

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