M.B.A DEGREE EXAMINATIONS: NOV/DEC 2010

Fourth Trimester

MASTER OF BUSINESS ADMINISTRATION

MBA548: E-Commerce

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (1 x 20 = 20 Marks)

1. Case Study:-

Discuss the e-commerce framework adopted by e-bay in India? Highlight the merits and demerits for both the customer and merchants in this kind of electronic transaction**.**

PART B (10 x 2 = 20 Marks)

2. What is E-Commerce?

3. Write a note about NGI?

4. Brief the term Media Convergence?

5. How E-Commerce is classified? Give examples.

6. State the role and importance of firewall?

7. Explain the term Data Encryption?

8. What is meant by Digital Token? State any two applications of it.

9. Briefly explain the components of EDI.

10. Give the properties of E-Cash

11. Explain the role of E-Commerce in virtual corporation?

PART C (4 x 15 = 60 Marks)

12. a) (i) Explain the role and significance of Internet in E-Commerce.   (7)

    (ii) Explain in detail the client-server architecture.   (8)

(OR)

  b) (i) Describe the nature of scripting and markup languages.   (8)

    (ii) Highlight the applications of NGI.   (7)

13. a) Discuss the application of E-Commerce in online banking with specific example and also highlight the advantages and disadvantages of it.

(OR)

  b) Explain about various network access equipment in detail.

14. a) Explain the concept of Network Security and Firewalls in detail.

(OR)

b) Explain the concept and applications of consumer oriented E-Commerce.

15. a). Write notes on:

   (i) Electronic Payment System. (8)

   (ii) Pros and cons of using smart card and credit card. (7)

(OR)

b) Elaborate the role of EDI in business applications.

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