

MBA DEGREE EXAMINATIONS: APRIL 2014

(Regulation 2012)

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

MBA668: E - Commerce

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1.

David, a 40 year old Hong Kong resident, replied to an advertisement in a respected business magazine that offered him free investment advice. When he replied, he received impressive brochures and a telephone sales speech. Then he was directed to the website of Equity Mutual Trust where he was able to track the impressive daily performance of fund that listed offices, in London, Switzerland and Belize. From the web site he was linked to sister funds and business partners. He monitored what he believed were independent websites that provided high ratings on funds. Finally, he was directed to read about Equity and its funds in the respected reputed international internet edition items, which appeared as news items but were actually advertisements. Convinced that he would receive good short-term gains, he mailed US\$25,000, instructing Equity to invest in the Grand Financial Fund. Soon he grew suspicious when letters from Equity cam from different countries, telephone calls and e-mails were not answered on time, and the daily Internet listings dried up. When David wanted to sell, he was advised to increase his investment and shift to a Canadian company. The web site he was directed to looked fantastic. But David was careful. He contacted the financial authorities in the Turks and Caicos Islands-where Equity was based at that time-and was referred to the British Police. Soon he learned that chances were slim that he would ever see his money again. Furthermore, he learned that several thousand victims paid billions of dollars to Equity. Most of the victims live in Hong Kong, Singapore and other Asian countries. Several said that the most convincing information cam from the websites, including the "independent" website that rated Equity and its funds.

Questions:

- a) How David was cheated by an International investment group?
- b) What are the experiential learning of David and how would he overcome?

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. Differentiate Academic and Business Internet
3. What www Server Service does?
4. Define E – Commerce and mention any two Consumer benefits
5. Write a short note on "Digital Switches"
6. Brief on Digital Signature
7. What do you mean by "Pocket Sniffing"?
8. What is EFT?
9. Brief on SSL
10. Distinguish EDI from E-Mail
11. "Work Flow Automation" - Brief

PART C (4 x 15 = 60 Marks)

12. a) Elaborate the applications of internet in Indian context.

(OR)

- b) (i) Explain the Components of the Information Super Highway Infrastructure. (10)
- (ii) Write a note on Multimedia Client – Server Architecture. (5)

13. a) Mention and Explain predominant elements of E-Commerce application.

(OR)

- b) Explain Secret Key, Public Key encryption and in detail.

14. a) Analyse the role of Firewalls in Network Security.

(OR)

- b) Describe the major elements of E-Credit Card system on the internet.

15. a) Business support role of "Private Electronic Commerce" – Discuss.

(OR)

- b) Analyse the major considerations in setting up Online shop and its importance.
