



MBA DEGREE EXAMINATIONS: MAY 2015

(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. Free software activists launch ‘Code Free for India’ initiative

Free software enthusiasts have launched Code Free for India (CoFFI), their latest initiative to leverage the power of free and open source software in nation-building. This is in the spirit of the ‘Make in India’ campaign, according to the International Centre for Free and Open Source Software based here. CoFFI is the brainchild of this Centre, which hosted the fifth International Free Software Conference - Swatantra.

Local solutions

Open Technology Group, National Informatics Centre, launched the initiative on the final day of the conference. It aims to encourage development of local software solutions for local problems, a spokesman for the International Centre. This applies particularly in the case of mobile computing, open hardware, geospatial computing, local language computing, Internet-of-things and e-commerce.

Game changer

CoFFI will invite programmers from the free software community around the country to develop tools and applications for desktop, Internet, mobile, cloud, and Internet-of-things for use by civil society and citizens as well as government and institutions. The last two decades have seen the emergence of free and open source software as a game-changer in the field of software. It offers a more ethical, robust, cost-effective, legally less-restrictive and community-oriented way of creating, using, sharing, studying, extending and localising software. Most innovation in software today happens in the free software domain around the world. News about Microsoft open-sourcing its flagship .Net only reinforces the fact that free software is not only mainstream today, but is essential to foster innovation. CoFFI will help popularise the use of free software and support innovation to a great length, he hoped. Make in India campaign seeks to stimulate,

encourage and promote manufacture of various products within the country. This would help save foreign exchange, create local employment, and enhance technical competencies of the nation's workforce. Everyday relevance of computing technology is near-ubiquitous in the form of mobile phones and personal computers. Many of the issues at the grassroots can be addressed and limitations of rural infrastructure addressed through suitably-designed software applications. This applies to fields ranging from education, social and reproductive health, agriculture and rural livelihood, financial inclusion and preserving culture and traditional sciences to local governance institutions. Mobile and cloud computing, social networking, and Internet of Things, will make it possible to address these fundamental problems in new, creative ways. The International Centre here will also help developers to get in touch with potential sponsors from corporate or government entities. Completed and in-progress projects will be listed in the CoFFI portal together with the details of the team.

Questions:

1. Discuss the advantages and disadvantages of CoFFI.
2. In what all ways can we utilize CoFFI in day to day life?

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. What is Web Browser?
3. Distinguish EDI from E-Mail.
4. What do you mean by B2A and C2A?
5. Mention the Market and Economic Drivers to E – Commerce.
6. Brief on Biometric System.
7. What is Digital Signature?
8. Point out the steps involved in purchasing online currency from bank.
9. Specify any two disadvantages of Credit Card.
10. Brief on Workflow Automation.
11. What do you mean by Inter-organisational E- Commerce?

PART C (4 x 15 = 60 Marks)

12. a) Elaborate the functions of various layers in OSI Reference Model

(OR)

- b) (i) Explain the Latest Developments and Services of the Web. (10)
(ii) Write note on Multi- Media Client -Server Architecture. (5)

13. a) Discuss the elements in the Anatomy of E-commerce Applications

(OR)

b) Point out and Elaborate the advantages of E – Commerce in detail

14. a) Discuss the Public key and Symmetric key Encryption

(OR)

b) “...firewall is any one of the several ways of protecting one network from another un-trusted network...” – Analyse the role in network security

15. a) (i) Illustrate the Features of Digital Payment Mechanism (8)

(ii) Spell out and explain the types of e-payment media (7)

(OR)

b) Critically analyze the steps to be followed to set up stores in online
