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Question Paper Code : 85525

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Elective

DBA 1727 — E-COMMERCE TECHNOLOGY AND MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the components of Internet Technology?
2. Define Electronic market.
3. What are Virtual Private Networks?
4. What is ethical hacking?
5. Define Intelligent Agents Internet.
6. Distinguish Intranet with Extranet.
7. What is OLAP? What are its applications?
8. Define Cross-selling and Up-selling with examples.
9. Define EDT. What are its uses?
10. Define Reengineering.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the driving forces of Electronic Commerce in organizations? Give examples.

Or

- (b) What are the limitations of Electronic Commerce in India? How do we overcome the limitations? Explain.

12. (a) What are inter-organizational systems? List the major benefits and implementation issues of such systems in large organizations.

Or

- (b) Distinguish traditional, value added and Internet based EDI systems in terms of technology, management and information security.

13. (a) What are the major types of firewalls used to secure corporate information and how are they different from Intrusion Detection Systems?

Or

- (b) What are the major advantages and disadvantages of Internet-based Advertising and Marketing Research?

14. (a) What are the four stages of customer life cycle? Explain how CRM to manage these activities on the Internet?

Or

- (b) What are the major types of e-payment methods used in BtoC and BtoB market places?

15. (a) What are the essential features of Indian IT Act? To what extent the law governs the legal and privacy issues in E-Commerce?

Or

- (b) Critically explain how encryption/PKI is used to derive confidentiality, authentication, integrity and non-repudiation in e-commerce transactions.