



MBA(F)IV/05.14.0343

MBA (FT) DEGREE IV SEMESTER EXAMINATION MAY 2014

SMS 2408 E-COMMERCE
(2012 Admissions)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. What do you mean by the following four types of E-Commerce:
 - (i) B2C
 - (ii) B2B
 - (iii) C2C
 - (iv) P2PExplain briefly, in not more than three sentences each.
2. Write a short note on E-Learning.
3. Enumerate the different home banking implementation approaches.
4. What do you mean by online marketing research?
5. Write a brief note on CRM.

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Briefly explain the business models in E-Commerce.
7. "We have to learn a few major things from the Dot Com Bubble experience". Comment.
8. "An Internet Service Provider (ISP) and an Online Service Provider (OSP), in fact, one and the same". Do you agree? Critically examine the statement. Give examples.
9. Briefly explain the management issues in online banking.
10. Write a note on the delivery systems in E-Commerce.
11. Briefly explain the marketing and branding strategies in E-Commerce.
12. Write on the concept and significance of SCM.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Enumerate the major ethical, political and social issues of E-Commerce.
14. Explain the emerging trends in E-Commerce.
15. Write short notes on *ANY FIVE* of the following.
 - (i) Mark up languages
 - (ii) Domain registration
 - (iii) Bots
 - (iv) E-Commerce and retailing
 - (v) Digital copyrights
 - (vi) Online auctions.