

(4)

Unit- IV

8. Identify and describe basic E-commerce marketing strategies. 10
9. (a) What is an electronic market? Explain online shopping. What advantages are there in the online shopping? 6
- (b) What is click-through rate? Discuss its importance in internet advertising. 4

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Roll No. \_\_\_\_\_

**MS-3129**

M.B.A. (M.S.) (Semester-II)

Examination, 2015

E-Commerce

(MS-022)

Time Allowed : Three Hours] [Maximum Marks : 70

Note: Answer five questions in all . Question No.1 is compulsory. In addition attempt one question from each of the four units.

1. Answer the following in brief :  $3 \times 10 = 30$
- (a) What are the key differences between traditional commerce and electronic commerce?
- (b) Why do customers like to purchase online? What cultural and social factors would affect Indian online sales?

**(2)**

- (c) What are the reasons for the increased popularity of E- Commerce?
- (d) What is the significance of world wide web (www)?
- (e) What do you mean by downloading from and uploading to the internet?
- (f) Why is IPV6 needed?
- (g) Differentiate between File Transfer Protocol and Secure Socket Layer.
- (h) Describe the key elements of Digicash Model ?
- (i) What is a denial-of-service attack and how does it affect a business organisations?
- (j) Explain the nature of marketing in e-commerce environment.

Unit- I

- 2. (a) What is E-commerce ? How does it differ from E-Business ? Discuss unique features of E- commerce. 7
- (b) How is E- Commerce activity performed ? 3

**(3)**

- 3. (a) What are your major concerns about computer crime and privacy on the internet? What can you do about it? 6
- (b) Why privacy issue is important when dealing with e-commerce 4

Unit- II

- 4. (a) What is meant by search engine ? Write short notes on the major search engine available on the Internet. 5
- (b) What are Internet and www. Explain their functions and uses. 5
- 5. Describe the complete life cycle for the development of online E-Commerce system using any of the existing E-commerce systems. 10

Unit- III

- 6. What are the essential technologies for ensuring security in a e-commerce environment? 10
- 7. Describe the features and functionality of the major types of digital payment systems in E-commerce. 10