

19/12/18

MCOM

Case Based Sem II

12

2 Hours

Total Marks: 60

- N. B. : 1. All questions are compulsory  
2. Figures to the indicate full marks

- Q 1. a) Give briefly the history of E-commerce in India 15  
b) Discuss the business strategies for marketing of E-commerce  
OR  
c) Explain the characteristics of Business to Government (B2G) Model of E-commerce  
d) Describe the importance of Business to Business (B2B) E-commerce

- Q 2. a) Elucidate the role of website in Business to Consumer (B2C) E-Commerce 15  
b) Explain the Cons of Electronic Data Interchange (EDI)  
OR  
c) What are the functional components of e-CRM  
d) How Conventional organization is different from the E- organization? Explain

- Q 3. a) Explain the role of social media 15  
b) Justify an internet business with the help of suitable examples  
OR  
c) Elaborate the types of E-payment system  
d) Explain the principles of E-payment

- Q. 4 A) Fill in the blanks with the help of proper option 05
- Thompson holidays used the first -----Electronic trade transaction.  
a) B 2 C                      c) B 2 G  
b) B 2 B                      d) C 2 C
  - A ----- is one of the important marketing strategies of online stores.  
a) Blogs                      c) SET  
b) URL                      d) None of these
  - HTPP is stand for -----  
a) Hypertext Transfer Promotion    c) Hypertext Transfer Protocol  
b) Hypertext Training Protocol    d) Hypertext Training and Promotion
  - advertisements are similar to Google advertisements in that they work on a Pay-Per-Click basis  
a) Facebook                      c) Tumblr  
b) Twitter                      d) Bing
  - A ----- is a tool used to protect a trusted network from an unstructured network, usually while still allowing traffic between the two  
a) Wall                      c) Firewall  
b) Protector                      d) All of these

B) State whether the following statements are True or False 05

1. The business success depends only on the unique website.
2. Too many licenses and permits are required to start-up on online business than physical store.
3. Registry operator is one of the steps for registration of domain name
4. Acquirer is one of the participants under the SET protocol.
5. Blue hat hackers lies between a black hat and a white hat hackers

C) Match the Column 05

- |                          |                                  |
|--------------------------|----------------------------------|
| 1. KunalBahl             | a) Technology in E-commerce      |
| 2. Pay Per Click         | b) Core principles for E-payment |
| 3. Financial recognition | c) Used by attackers             |
| 4. G-10 Central banks    | d) CRM                           |
| 5. Sniffer programme     | e) Sanpdeal                      |

OR

Q 4. Short Notes (any Three)

1. E-mail Abuse
2. Importance of Electronic Records
3. Individual and Business threats in e-Commerce security
4. Traditional security tools
5. Features of Encryption