

[Dec-16]

**[MPDSM-310]**  
**MBA (SM) DEGREE EXAMINATION**  
**III SEMESTER**  
**E-COMMERCE**  
(Effective from the admitted batch 2011-12)

**Time: 3 Hours**

**Max.Marks: 70**

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**Instructions:** All parts of the unit must be answered in one place only.  
Figures in the right hand margin indicate marks allotted.

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**SECTION-A**

1. Answer any **FIVE** of the following: (5×4=20)
- a) Define E-commerce and E-Business
  - b) Advantages of Electronic Business
  - c) Explain the critical components in E-Business?
  - d) VOIP
  - e) What can E-marketplace offer?
  - f) IT Quality metrics
  - g) What are the attributes for E-Business organizations?
  - h) Cyber Banking

**SECTION-B**

Answer all questions

(5×10=50)

2. a) What challenges of E-Business are in today's world?

**OR**

- b) What are the Key drivers for E-Business? Explain in detail

3. a) How does market research help in E-Business strategy formulation?

**OR**

- b) How Market Research does help in E-business strategy formulation and explain the different environments in it

**OR**

4. a) Explain the skills in quality engineering

**OR**

- b) Describe the essential requirements in designing good business website and explain the advantages of website

5. a) What are the different security requirements for safe E-Payments?

**OR**

- b) Define e-cash and describe various types of e-cash?

6. a) What are the major problems which e-tailing business are facing?

**OR**

- b) Explain the various success factors of e-business and also the different phases in e-business implementation

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