

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain the various principles of e-commerce.
- Q.4 Explain the impact of e-systems on stock trading and its benefits.
- Q.5 Note on various Indian payment models.
- Q.6 Give a detailed note on emerging business models.
- Q.7 Explain key technologies in B2B.

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Roll No.

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5th Sem. / OMCA

Subject : Elements of E-commerce

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define a global market.
- b) What is e-commerce.
- c) Hypertext transfer protocol.
- d) Name 2 internet issues.
- e) B2C
- f) Media model.
- g) What is a web-server?
- h) SET

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- i) Who are e-brokers?
- j) E-government.
- k) Smart card.
- l) Two limitations of e-commerce.
- m) G2B
- n) Traditional EDI.
- o) Debit card.
- p) HTML stands for _____.
- q) G2C
- r) Name 2 e-governance models.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

Q.2 i) Features of e-commerce.

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- ii) Functions of advisory model.
- iii) Note on sets encryption process.
- iv) Benefits of e-auctions.
- v) Need of retail model.
- vi) Limitations of e-commerce.
- vii) Note on direct marketing & B2C selling.
- viii) just in time and B2B.
- ix) Outline travel-tourism services.
- x) Benefits of cyber-cash.
- xi) Debit card vs credit card.
- xii) Name 5 web sites for consumer shopping?
- xiii) Benefits of e-banking.
- xiv) Success factors for e-brokers.
- xv) Explain poor end-user experience in media convergence.

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