MBA 2nd Semester Examination
June 2013
E-Commerce
Subject Code: MSL -502

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

Section – A
1. (a) “E-Commerce has changed the way the business is being carried on.” Explain the impact of e-commerce on business”. (15)
   (b) Define B2 C E-Commerce. Give suitable example (5)

2. (a) Explain the concept of EDI. What are the features of EDI? (15)
   (b) Internet serves as a backbone of online business. Comment (5)

3. (a) Briefly explain the process of making online payment. Do you think Electronic payment system is a safe and secure method of transaction? Comment. (20)

Section – B
4. The internet has revolutionized the supply chain management process through creating robust e-distribution and procurement. Give your Comments. (20)

5. (a) What are the features of online service sector? Explain the major online service companies. (15)
   (b) What is Horizontal & vertical net market place (5)

6. (a) Briefly explain the changing dynamic and management issues in online banking system. (15)
   (b) Write a short note on E-portals. (5)