

M.C.M. (Part-II) (Semester-IV) Examination
E-COMMERCE
Paper-4MCM2

Time : Three Hours]

[Maximum Marks : 80

Note :—(1) Assume suitable data wherever necessary.

(2) Due credit will be given to neatness and adequate dimensions.

(3) Draw diagrams wherever necessary.

1. (a) Explain :
(i) Manufacturer model
(ii) Advertising model. 6
(b) What is e-commerce ? Give its disadvantages. 6
(c) Give the important concepts in the IT Act, 2000. 4

OR

- (d) Describe in detail e-Bay model. 8
(c) What is brokerage model ? Explain different auction broker formats. 8
2. (a) Explain the following terms :
(i) Telnet (ii) ICQ (iii) URL (iv) FTP. 6
(b) What is ISP ? Give the major ISP players in India. 10

OR

- (c) With the help of diagram, explain Browsing Behaviour Model. 8
(d) Explain detail different marketing strategies. 8
3. (a) Explain :
(i) Denial-of-service attacks
(ii) Viruses
(iii) Trojan Horse
(iv) Worm. 8
(b) Give in detail properties of E-cash. 8

OR

- (c) Discuss in detail any two firewall components. 6
(d) What is E-advertising ? Explain various means of advertising. 10
4. (a) Explain with the help of neat sketch the three phases of CRM. 6
(b) Give seven ways to reduce inventory. 6
(c) Give importance of knowledge management. 4

OR

- (d) What is virtual value chain ? Explain. 8
(c) Explain E-SCM components in detail. 8
5. (a) Give the success stories of Mobile Commerce. 8
(b) Explain the four components of WAE. 4
(c) What is M-Commerce ? Give its advantages. 4

OR

- (d) Give all wireless applications. 4
(e) Explain : (i) USSD (ii) GPRS. 4
(f) What do you mean by effective web design ? Explain. 8

