(01/13-II)

2406

M.B.A./P.G.D.B.M. EXAMINATION

(First Semester)

CP-106

E-COMMERCE

Time : Three Hours   *Maximum Marks : 70*

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) What is a firewall ?

  (b) What is a Torjan Horse ?

  (c) Explain the role of browser software in computers.

  (d) What does shttp stand for ?

  (e) What is the data transfer speed in a bro..dband and 3G connections ?

  (f) What does URL stand for ?

  (g) Differentiate between debit and credit c· rds.

2. Write a note on the factors hampering the growth of e-Commerce in India.

3. Who are the parties to Electronic Payment Systems ? How do different forms of EPS work ?

4. Write short notes on the following :

   (a) EDI

   (b) VAN.

5. What are various sources of threat in e-Commerce ? What software and other solutions are available to counter these threats ?

6. Define e-CRM and explain its operationalization.

7. Explain various wireless technologies that are facilitating e-Commerce. What are the advantages and limitations of these technologies ?

8. Write short notes on the following :

   (a) Multimedia

   (b) Software agents.