

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2018

Paper Code: MS-114

Subject: E-Business

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) Explain different types of e-commerce stating the various types of business applications they facilitate. (7)
(b) List the business models related to buying and selling. Explain any one from each category. (8)
- Q2 (a) List and explain the tangible and intangible benefits from E-commerce and E-business. (5)
(b) Define Intranet and Extranet. Discuss their business applications. (5)
(c) What is EDI? Explain its various components. List the benefits EDI offers to a business organization having global operations. (5)
- Q3 (a) What are the major security issues faced by E-commerce websites? Discuss. (5)
(b) Explain the need for encryption and decryption in E-commerce. What are the basic components of encryption? (5)
(c) What is a digital certificate? How is it generated? (5)
- Q4 Answer the following: (3x5=15)
(a) What is PKI for security? What are its key elements?
(b) What is SSL protocol? Compare it with HTTP.
(c) What is VPN? How does VPN work?
(d) What is IDS? What are its different types?
(e) What is a firewall? What are its uses?
- Q5 (a) What is a payment gateway? Discuss its role in E-commerce. (5)
(b) What are smart cards? Discuss their applications in Toll roads and highways. (5)
(c) What are charge cards? Contrast between charge cards, debit cards and Ru-pay cards. (5)
- Q6 (a) What is an electronic payment system? What are its various types? Discuss various Infra-structure issues in Electronic Payment Systems in India. (7)
(b) What are e-wallets? How are they useful in E-commerce? (4)
(c) What is EFT? What are its uses for an organization? (4)
- Q7 (a) What do you understand by the term "Business Model"? Discuss briefly some of the prominently used business models on the Internet. (7)
(b) What does "Revenue Model" mean? Discuss the revenue model for flipkart.com or rediff.com. (8)
- Q8 (a) Distinguish between mobile Commerce and Digital Commerce. Discuss some of the extensively used Mobile Commerce models? (8)
(b) What are the Legal and ethical issues of e-commerce in India? How are these being addressed by the e-commerce companies? (7)
