

Total No. of Questions : 08] [SET-B] [Total No. of Printed Page : 01

FINAL EXAMINATION – JULY 2017
MASTER OF BUSINESS ADMINISTRATION (MBA)
Second Year – Fourth Semester
(IT Group)
E-Commerce

4MBA - 12

Time : 3 Hours

Max Marks : 70

Min. Marks : 28

Note:- Attempt any five questions. All question carry equal marks.

- Q.1. (a) What is E-commerce? What are the goals of E-commerce?
(b) Explain the scope of E-commerce.
- Q.2. What is strategy of E-commerce? Explain various models of E-commerce.
- Q.3. What is business case? Explain the components and factors for the development of the business case.
- Q.4. What are the web resources? Explain E-commerce technical components.
- Q.5. How E-commerce is related with internet? Explain E-commerce transaction on the World Wide Web.
- Q.6. (a) Describe models of Electronic market.
(b) Explain pull and push technologies.
- Q.7. (a) What do you mean by Electronic security? Explain attacking methods.
(b) What are the Security tools? Explain secure electronic transition.
- Q.8. Write short notes on (Any two)
(a) Virtual Private Network
(b) Electronic Market Dimensions
(c) Secure Socket layer

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