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Roll No.

DD-421

M. B. A. EXAMINATION, May 2018

(Fourth Semester)

(Main & Re-appear)

MBA206

E-COMMERCE

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. (a) Define e-Commerce. Explain the key elements of e-Commerce business models. 7
- (b) Illustrate the origin and evolution of e-Commerce. 7
2. (a) Explain the unique features of e-Commerce. 7
- (b) Discuss various types of B2C business models with the help of relevant examples. 7

Unit II

3. What is meant by internet service provider ? Explain the criterion for selection of an internet service provider for an organization dealing in e-Commerce. 14
4. (a) What are major considerations in the development of e-Commerce website ? Explain. 7

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- (b) Discuss the factors in optimizing the e-Commerce websites for performance. 7

Unit III

5. Describe major security threats and their countermeasures in e-commerce environment. 14
6. Discuss the ethical, social and political issues involved in e-Commerce. 14

Unit IV

7. Discuss different online content revenue models and business processes. What are the key challenges faced by content producers and owners ? 14
8. Write short notes on the following :
 - (a) Social networks and communities 7
 - (b) Online retailing. 7

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