

ASSIGNMENT

DRIVE	FALL 2018
PROGRAM	MASTER OF BUSINESS ADMINISTRATION (MBA)
SEMESTER	IV
SUBJECT CODE & NAME	ISM402 E-COMMERCE
BK ID	B2015
CREDITS & MARKS	4 30 MARKS EACH

Note – The Assignment is divided into 2 sets. You have to answer all questions in both sets. Average score of both assignments scored by you will be considered as your IA score. Kindly note that answers for 10 marks questions should be approximately of 400 words.

SET – I

Q.No	Questions	Marks	Total Marks
1.	<i>Discuss the benefits and key challenges of e-commerce</i>		
	Benefits of e-commerce	5	
	Key challenges of e-commerce	5	10
2.	<i>Recognize various electronic markets and online portals</i>		
	Electronic markets	5	
	Online portals	5	10
3.	<i>Explain the concept of email-marketing, social media marketing, Search Engine Optimization and Search Engine Management.</i>		
	Email-marketing	2.5	
	Social Media Marketing	2.5	
	Search Engine Optimization	2.5	
	Search Engine Management.	2.5	10

SET - II

1.	<i>Discuss the back-end support required for online banking</i>		
	Back-end support required for online banking	10	10
2.	<i>Explain various approaches of Online Publishing.</i>		
	Online Archive	2.5	
	New Medium	2.5	
	Publication Intermediation	2.5	
	Dynamic and Justin-Time	2.5	10
3.	<i>Describe open and closed loop payment systems</i>		
	Open loop payment systems	5	
	Closed loop payment systems	5	10