Enrollment No.....................................

Faculty of Management Studies
End Sem Examination Dec 2024
MS3SE04 E-Commerce

Programme: BBA   Branch/Specialisation: Management

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

			Marks	BL	PO	CO	PSO
Q.1	i.	What is one of the primary activities in e-commerce?	1	1	3	1	
		(a) Manufacturing					
		(b) Inventory management					
		(c) Online payment processing					
		(d) Outdoor advertising					
	ii.	Which of the following is a function of e-commerce?	1	1	3	1	
		(a) Organizing corporate picnics					
		(b) Providing a platform for buying and selling products and services					
		(c) Arranging office furniture					
		(d) Conducting staff meetings					
	iii.	What is the internet?	1	1	3	1	
		(a) A single computer network					
		(b) An internal communication system for a company					
		(c) A global network of interconnected computers and servers					
		(d) A type of video game					
	iv.	What is a benefit of having a website for a business or organization?	1	1	3	1	
		(a) Reduced online presence					
		(b) Limited customer reach					
		(c) 24/7 accessibility and global visibility					
		(d) Increased manual paperwork					

v. Which of the following is an example of an electronic payment system used in e-commerce? **1** | 1 | 3 | 2
   (a) Carrier pigeons
   (b) Telepathic communication
   (c) Mobile wallets
   (d) Smoke signals

vi. What distinguishes smart cards from traditional credit cards? **1** | 1 | 3 | 2
   (a) Smart cards have an embedded microchip for secure transactions.
   (b) Smart cards are made of paper.
   (c) Traditional credit cards are edible.
   (d) Smart cards have built-in GPS navigation.

vii. In which area is EDI commonly applied to improve business processes? **1** | 1 | 3 | 2
   (a) Generating physical invoices
   (b) Sharing cat videos
   (c) Supply chain management and procurement
   (d) Booking restaurant reservations

viii. What is one of the key security issues in e-commerce? **1** | 1 | 3 | 4
   (a) Excessive online discounts
   (b) Strong password policies
   (c) Protecting customer data and transactions
   (d) Colorful website designs

ix. When booking flights or hotels online, which type of services are you using? **1** | 1 | 3 | 2
   (a) Educational services
   (b) Online banking services
   (c) Online travel & tourism services
   (d) Healthcare services

x. Which e-commerce site is primarily focused on clothing and fashion? **1** | 1 | 7 | 2
   (a) Flipkart   (b) Amazon
   (c) Ola   (d) Myntra

Q.2 i. What is a common goal of e-commerce businesses? **2** | 2 | 3, 7 | 1

ii. Discuss the advantages and disadvantages of e-commerce. **3** | 2 | 3, 7 | 1

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iii. Define B2C and C2C in electronic commerce with example. **5** | 3 | 3, 7 | 1

OR iv. Explore the scope of e-commerce, focusing on its broad applicability across various industries and sectors. Explain how e-commerce is not limited to a specific aspect of business. **5** | 3 | 3, 7 | 1

Q.3 i. Write a difference between internet and intranet. **2** | 2 | 3, 7 | 2

ii. Detail the benefits of having a website for a business or organization, focusing on aspects such as 24/7 accessibility, global visibility, and enhanced customer reach. Explain how a website can improve customer engagement and branding. **8** | 3 | 3, 7 | 2

OR iii. Explain the difference between push and pull technologies on the Internet, focusing on how pull technologies involve users requesting specific content when needed. Provide examples of pull technologies. **8** | 3 | 3, 7 | 2

Q.4 i. Define electronic fund transfer. **3** | 1 | 3, 7 | 3

ii. What is paperless bill? Write any four advantage and disadvantages of paperless bill. **7** | 2 | 3, 7 | 3

OR iii. Write a short note on: **7** | 2 | 3, 7 | 3
Credit card and smart card

Q.5 i. Discuss the advantages and disadvantages of Electronic Data Interchange (EDI) systems. **4** | 2 | 3, 7 | 4

ii. Explain the concept of Electronic Data Interchange (EDI) and its significance in modern business operations. **6** | 2 | 3, 7 | 4

OR iii. Explain privacy and security issues of EDI. **6** | 2 | 3, 7 | 4

Q.6 Attempt any two:
i. E-Education **5** | 2 | 3, 7 | 5
ii. Online travel & tourism services. **5** | 2 | 3, 7 | 5
iii. IRCTC, Amazon **5** | 2 | 3, 7 | 5

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Marking Scheme
MS3SE04 (T) E-Commerce (T)

Q.1   i)   **c) Online payment processing**   **1**

ii)   **b) Providing a platform for buying and selling products and services**   **1**

iii)   **c) A global network of interconnected computers and servers**   **1**

iv)   **c) 24/7 accessibility and global visibility**   **1**

v)   **c) Mobile wallets**   **1**

vi)   a) **Smart cards have an embedded microchip for secure transactions.**   **1**

vii)   **c) Supply chain management and procurement**   **1**

viii)   **c) Protecting customer data and transactions**   **1**

ix)   **c) Online travel & tourism services**   **1**

x)   **d) Myntra**   **1**

Q.2   i.   What is a common goal of e-commerce businesses?   **2**
Any 2 goal.   Each 1 mark

ii.   Discuss the advantages and disadvantages of e-commerce.   **3**
Advantages   any 3.   1*0.5 mark
Disadvantages   any 3.   1*0.5 mark

iii.   Define B2C and C2C in electronic commerce with example.   **5**
B2C.   2 mark
Example.   0.5 Mark
C2C.   2 mark
Example.   0.5 mark

OR   iv.   Explore the scope of e-commerce, focusing on its broad applicability across various industries and sectors. Explain how e-commerce is not limited to a specific aspect of business.   **5**
Any 5 scope with explanation.   Each 1 mark

Q.3   i.   Write a difference between internet and intranet.   **2**
Any 2 difference.   Each 1 mark

ii.   Detail the benefits of having a website for a business or organization, focusing on aspects such as 24/7 accessibility, global   **8**
visibility, and enhanced customer reach. Explain how a website can improve customer engagement and branding.
Benefits.   Any 4 *1 mark
Explanation.   4 mark

OR   iii.   Explain the difference between push and pull technologies on the Internet, focusing on how pull technologies involve users requesting specific content when needed. Provide examples of pull technologies.   **8**
Difference.   Any 4 *1
Example   1 mark
Focusing part.   3 mark

Q.4   i.   Define Electronic Fund Transfer.   **3**
Definition. 3

ii.   What is paperless bill. Write any 4 advantage and disadvantages of paperless bill.   **7**
Definition. 2 marks
Advantages. And disadvantages. Any 5 *1 mark

OR   iii.   Write a short note on :Credit card and Smart card   **7**
Each 3.5 mark

Q.5   i.   Discuss the advantages and Disadvantages of Electronic Data Interchange (EDI) systems.   **4**
Any 4 advantages and disadvantages   0.5 each

ii.   Explain the concept of Electronic Data Interchange (EDI) and its significance in modern business operations.   **6**
Definition 2 mark
Significance any 4.   1*4

OR   iii.   Explain Privacy and security issues of EDI.   **6**

Q.6   Attempt any two:
i.   E-Education   **5**
ii.   Online Travel & Tourism Services.   **5**
iii.   IRCTC, Amazon   **5**

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