

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2019  
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.

- Q.1 i. E-Commerce comprises of which activities among the following: 1  
(a) Buying and Selling of merchandise  
(b) Buying and Selling of services  
(c) Catalogue management  
(d) All of these
- ii. Which of the following is not a model of E Commerce? 1  
(a) B to B (b) B to C (c) C to C (d) E to M
- iii. E-Commerce website objectives should be\_\_\_\_\_ 1  
(a) Actionable (b) Qualitative  
(c) Time-bound (d) All of these
- iv. \_\_\_\_\_ is not an advantage of internet. 1  
(a) Easy information Accessibility  
(b) Social Connectivity  
(c) Large pool of database  
(d) Spoofing
- v. Which one of the following is not an advantage of Electronic Payment System? 1  
(a) Reducing paper work (b) Saving on transaction cost  
(c) Saving personnel cost (d) None of these
- vi. \_\_\_\_\_ is payment scheme that operates like a carrier of e-cash and other information. 1  
(a) E-Wallet (b) E-Fund (c) E-Money (d) E-Finance

P.T.O.

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- vii. \_\_\_\_\_ is the computer-to-computer exchange of business documents in a standard electronic format between business partners. **1**  
 (a) Electronic Fund Transfer  
 (b) Electronic Money Transfer  
 (c) Electronic Data Interchange  
 (d) Electronic Data Replacement.
- viii. Purchase-Order, Invoice, Sales-Order, Payment-Receipt etc are sent in \_\_\_\_\_ format between organisations. **1**  
 (a) Specific (b) Standard  
 (c) Customised (d) Both (a) and (b)
- ix. \_\_\_\_\_ is the application of information and communication technology for delivering government services, exchange of information, communication transactions? **1**  
 (a) E-Exchange (b) E-Transactions  
 (c) E-Governance (d) None of these
- x. \_\_\_\_\_ involves the use of a computer or electronic device in some way to provide training, educational or learning material. **1**  
 (a) E-Learning (b) E-Education  
 (c) E-Training (d) E-Studies
- Q.2 i. Define and give concept of E-Commerce. **2**  
 ii. Explain the functions of E-Commerce. Give its advantages and disadvantages. **8**  
 OR iii. Describe the different models of E-Commerce. Give example of each. **8**
- Q.3 i. Write concept of push and pull technologies of Internet. **2**  
 ii. Define and differentiate between Internet and Intranet. **8**  
 OR iii. Define Website. Explain the benefits of Website. **8**
- Q.4 i. Define Electronic Payment System. **2**  
 ii. Briefly explain different types of Electronic payment system. **8**  
 OR iii. Explain features of Debit cards, Smart Cards, E-Cash and Electronic wallet with each of its mechanism. **8**

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- Q.5 i. Define Electronic Data Interchange. **2**  
 ii. Explain the concepts of Electronic data interchange and write it's any three advantages and disadvantages. **8**  
 OR iii. "Business has become easy and fast with Electronic Data Interchange" Justify by highlighting different applications of EDI with example. **8**
- Q.6 Attempt any two:  
 i. Elaborate the concept of "E-Governance". Write its advantages and disadvantages. **5**  
 ii. Explain the concept of Online Shopping services giving examples of top online sites in different business areas. **5**  
 iii. Explain working of following: **5**  
 (a) Flipkart (b) Ola

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**Marking Scheme**  
**MS3SE04 E-Commerce**

Q.1	i.	E-Commerce comprises of which activities among the following: (d) All of these	<b>1</b>
	ii.	Which of the following is not a model of E Commerce? (d) E to M	<b>1</b>
	iii.	E-Commerce website objectives should be _____ (d) All of these	<b>1</b>
	iv.	_____ is not an advantage of internet. (d) Spoofing	<b>1</b>
	v.	Which one of the following is not an advantage of Electronic Payment System? (d) None of these	<b>1</b>
	vi.	_____ is payment scheme that operates like a carrier of e-cash and other information. (a) E-Wallet	<b>1</b>
	vii.	_____ is the computer-to-computer exchange of business documents in a standard electronic format between business partners. (c) Electronic Data Interchange	<b>1</b>
	viii.	Purchase-Order, Invoice, Sales-Order, Payment-Receipt etc are sent in _____ format between organisations. (b) Standard	<b>1</b>
	ix.	_____ is the application of information and communication technology for delivering government services, exchange of information, communication transactions? (c) E-Governance	<b>1</b>
	x.	_____ involves the use of a computer or electronic device in some way to provide training, educational or learning material. (a) E-Learning	<b>1</b>
Q.2	i.	Concept of E-Commerce.	<b>2</b>
	ii.	Functions of E-Commerce Its advantages Its disadvantages.	<b>8</b> 3 marks 3 marks 2 marks
OR	iii.	Any four models of E- Commerce with example 2 marks for each model	<b>8</b> (2 marks * 4)

Q.3	i.	Concept of push technologies of Internet Concept of pull technologies of Internet.	1 mark 1 mark	<b>2</b>
	ii.	Any five differences between Internet and Intranet		<b>8</b>
OR	iii.	Define Website Benefits of Website	2 marks 6 marks	<b>8</b>
Q.4	i.	Electronic Payment System.		<b>2</b>
	ii.	Any five types of Electronic payment system.		<b>8</b>
OR	iii.	Features with each of its mechanism.		<b>8</b>
		Debit cards	2 marks	
		Smart Cards	2 marks	
		E-Cash	2 marks	
Q.5		Electronic wallet	2 marks	
	i.	Definition with diagram Electronic Data Interchange.		<b>2</b>
	ii.	Concepts of Electronic data interchange Any three advantages Any three disadvantages	2 marks 3 marks 3 marks	<b>8</b>
	OR	Any five applications of EDI with example		<b>8</b>
Q.6		Attempt any two:		
	i.	Concept of E-Governance Its advantages Its disadvantages	1 mark 2 marks 2 marks	<b>5</b>
	ii.	Concept of Online Shopping services Any two websites 2 marks for each (2 marks * 2)	1 marks 4 marks	<b>5</b>
	iii.	Explain working of following: (a) Flipkart (b) Ola	2.5 marks 2.5 marks	<b>5</b>
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