

**CMP\_513 – E-commerce – Exam Jan – 2019**  
**P131/CMP513/EE/20190222**      **Sem-5**

**Time : 3 Hours**

**Marks : 80**

**Instructions :**

1. All Questions are Compulsory.
2. Each Sub-question carry 5 marks.
3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
4. Question paper of 80 Marks, it will be converted in to your programme structure marks.

1. Solve any **four** sub-questions.

- |   |   |
|---|---|
| a) Explain the Early Business Information Exchange Efforts? | 5 |
| b) Define the term Network and Internet.                    | 5 |
| c) Explain Internet Service Provider (ISP).                 | 5 |
| d) Explain Internet Client/Server Applications.             | 5 |
| e) What is mean by Broadband Technologies?                  | 5 |

2. Solve any **four** sub-questions.

- |  |     |
|--|-----|
| a) Explain the Information Technology Act 2000?    | 5   |
| b) State the Advantages of E-Commerce.             | 5   |
| c) Explain the Online Extension of BAM Mode.       | 5   |
| d) State the term World Wide Web.                  | (5) |
| e) Describe the Transition to E-Commerce in India. | (5) |



3. Solve any **four** sub-questions.

- |    |  |   |
|----|--|---|
| a) | Describe the Marketing Strategies.           | 5 |
| b) | What is Traditional Marketing?               | 5 |
| c) | Define the term Online Marketing.            | 5 |
| d) | Describe the Business Models for E-Commerce. | 5 |
| e) | Write a note on Internet Marketing Trends.   | 5 |

4. Solve any **four** sub-questions.

- |    |  |   |
|----|--|---|
| a) | Define the term Virtual Value Chain.                       | 5 |
| b) | Write a note on the Classification of New Payment Systems. | 5 |
| c) | What is Digital Signature?                                 | 5 |
| d) | Explain the E-Business Risk Management Issues?             | 5 |
| e) | Describe the term E-Supply Chain goals.                    | 5 |

✦ ✦ ✦ ✦ ✦ ✦ ✦