

MMS/D06  
E-Commerce

Paper: CP-207

Time : 3 Hours

MM:70

Note :- Attempt five questions in all taking one question from each unit. All questions carry equal marks.

- 1      (a) What is WWW '1  
         (b) What is B2B commerce?  
         (c) What is digital library ?  
         (d) What is a portal?  
         (e) What is data mining?  
         (t) What is cryptology?  
         (g) What 'is e-Iogistics ?
- 2      What are the main activities of ecommerce ? What are the technical components of e-commerce? Cite various applications of e-commerce circumventing upon the economic model of e-commerce.
- 3      What is electronic data interchange? Mention the key requirements of ED!. How does ED! differ from electronic mail? What are the . benefits of electronic data interchange?
- 4      Define supply chain management. What are its characteristics? What are the benefits of supply chain management?
- 5      What are the different types of Electronic payment systems? Explain each of them.
- 6      Discuss the e-security, challenges considering principal security functions, encryption techniques and public key infrastructure
- 7      The most important aspect of achieving CRM in an organization is marketing automation". Do you agree? Justify your answer.

- 8(a) Discuss the scope of WAP in Indian market. Comment on its potential.
- (b) Define Wireless and Mobile Computing. Discuss famous mobile computing devices.