

Roll No.

Total No. of pages: 2

Exam Code

2592

**MMS/M11
E-Commerce
Paper: CP-202**

6807

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt **FIVE** questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Discuss briefly:
 - a. Digital Copyrights
 - b. Digital Video
 - c. Software Agent
 - d. Browsers
 - e. EDI
 - f. HTML
 - g. Routers

7x2=14
2. Clarify the concept of E-Commerce and throw light on the evolution and growth of E-Commerce in India.

14
3. Highlight some of the concerns attached with electronic payments and suggest suitable measures to overcome there concerns.

14
4. “Advertising and marketing on the Internet is growing leaps and bounds in India”. Do you agree with this statement? Elaborate your viewpoint with the help of suitable examples.

14
5. Clarify the concepts of mobile and wireless computations and discuss their fundaments, significance and usage.

14

6. How can we provide computer based training and education? Explain with the help of suitable examples. 14
7. What is e-CRM? Why and how it is done?
8. (a) What is Intra-Organizational Commerce?
(b) Clarify the concepts of Digital Library and Value Added Networks.

7+7