Roll No. ....

MMS/MX   6795

E-Commerce
Paper: CP-207

Time: Three Hours]   [Maximum Marks: 70

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

1. Discuss briefly:

    (a) EDI

    (b) Value Added Network

    (c) Digital Library

    (d) Multimedia

    (e) Tele-scripts

    (1) Browser

    (g) Thumbnails.   7x2=14

2. "E-commerce is gaining ground day by day in India." Do you agree with this statement? Elaborate your viewpoint with the help of suitable examples.   14

3. Discuss the working of electronic payment system and highlight some of the issues of concern.   7+7

4. Discuss the issues involved in advertising and marketing on the internet and suggest appropriate measures to solve these issues.

    7+7

5. Provide a detailed account of computer based education and training.

    14

6. Clarify the concept of e-CRM. Discuss the process and significance of e-CRM.   2+6+6

7. Discuss briefly:

    (a) Security measures for internet transactions

    (b) Intra-organisational commerce.   7+7

8. Write short notes on the following:

    (a) Properties of software agents

    (b) Digital copyrights.   7+7