

MMS/D07
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 Discuss briefly:
 - (a) Internet
 - (b) E.D.I.
 - (c) e-C~
 - (d) Digital Copyright
 - (e) Tele-script
 - (f) Mulltimedia
 - (g) feless Communication. (7x2= 14)
- 2 What do you understand by Electronic Commerce? Discuss its advantages and significance for modem day business organisation.
- 3 Discuss some of the Do's and and Pont's of advertising on Internet. What are main challenges of internet advertising?
- 4 Discuss the process involved in the following:
 - (a) Electronic Payment System -.
 - (b) Electronic Data Interchange.
- 5 Provide a detailed account of Computer based education and training with special reference to India
- 6 Compare and contrast Mobile and Wireless computing highlighting their main characteristics and fundamentals.
- 7 Discuss some of the issues related to security in E-commerce and suggest suitable measures to solve these issues.
- 8 Write short notes on the following:
 - (a) Consumer search and resource discovery in e-commerce.
 - (b) Software characteristics and properties in e-commerce.