13081

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

1. Discuss briefly :

   (a)  Internet

   (b)  Value-added Network

   (c)  Digital Library

   (d)  Search Engines

   (e)  Multimedia

   (f)  Software agent

   (g)  Tele-script                    7×2=14

2. What do you understand by E-Commerce ? Discuss its applications and significance citing suitable examples.                           4+10

(2)

3. Throw light on the process, advantages and limitations of payments over Internet.          5+5+4

4. Discuss briefly :

   (a)  e-CRM

   (b)  Computer based education.          7+7

5. Discuss some of the challenges which a marketer faces in advertising his products and services on Internet and suggest measures to overcome these challanges.                              7+7

6. What things a manager must take into account while marketing products and services over Internet ? What contents should be displayed on the net ?          7+7

7. Write a detailed note on fundamentals of mobile and wireless computation.          14

8. Write notes on the following :

   (a)  EDI

   (b)  Digital Copyrights.          7+7