

National Institute of Technology, Hamirpur (HP)

MBA

Branch: MBA

Course Name: E-Commerce

Time: 3 hours

Semester: 3rd

Course Code: MB-719

Maximum Marks: 50

Note: All questions are compulsory

Q1. Two marks questions:

(2*5=10 Marks)

- i. Define intranet and extranet.
- ii. What are the prerequisites for an e-commerce company?
- iii. Write the unethical practices followed by e-commerce companies.
- iv. What information e-commerce sites must contain in view of maintaining distance selling?
- v. Why technology is needed in e-CRM?

Q2. What is web reputation? What checklists are essential for a user to determine the reputation of a website? (3 marks)

Q3. What are the principles of customer protection in e-commerce context? (3 marks)

Q4. What are the internet's information-gathering tools? How these tools are impacting the privacy of the users. (5 marks)

Q5. Define e-CRM? With the help of customer-life cycle model explain the classic marketing activities of customer relationship management. (5 marks)

Q6. How e-payment system proves to be advantageous over certain drawbacks of a physical payment system? Name various mediums of e-payment systems in India. (4+1=5 marks)

Q7. What is e-SCM. Discuss its advantages. What are the push and pull models of e-SCM? (1+2+2=5 marks)

Q8. What is m-commerce and what are its different application areas? Discuss the advantages and disadvantages of e-commerce. (1+2+4=7 marks)

Q9. Discuss the different business models based on transaction parties. (7 marks)