

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY - JUNE 2016

Paper Code: MS-114

Subject: E-Business

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) What is E-Commerce? What are the barriers to E-Commerce? Explain. (8)
 (b) What is an Intranet? Discuss business applications of Intranet. (7)
- Q2 (a) Discuss the major hurdles being faced by organizations in conducting E-Commerce in India. (8)
 (b) What is Electronic Data Interchange? What are the components of EDI? (7)
- Q3 What is the rule of following in E-Commerce? (5)
 (a) Cryptography (5)
 (b) Digital Signature & Digital Certificates (5)
 (c) Firewalls (5)
- Q4 (a) Explain the Public key and Private Key Encryption. (7)
 (b) Explain the HTTP and SSL security Protocol for E-Commerce. (8)
- Q5 (a) What is E-Money? Explain. (5)
 (b) What are the various types of Electronic Payment systems? Explain. (5)
 (c) Discuss the infrastructural issues in Electronic Payment Systems. (5)
- Q6 (a) What are B2B Electronic Payment systems? Explain them using them an example. (6)
 (b) What is Electronic Funds Transfer? How is it useful in E-Commerce? (4)
 (c) Contrast between Stored Value Cards and Smart Cards. (5)
- Q7 (a) Explain how to analyse the economic viability of an online travelling site. (7)
 (b) Compare the business strategies of makemytrip.com and yatra.com. (8)
- Q8 Write short notes on any three of the following: (5x3=15)
 (a) Mobile Commerce
 (b) Public Key Infrastructure
 (c) Societal Impacts of E-Commerce
 (d) Digital Wallet
 (e) E-governance
