**EMBIT-207**

**Second Semester Executive MBA (IT Management),**

**Examination Aug/Sep-2015**

**E- Commerce**

**Time:-3Hours** **Max. Marks: - 80**

**SECTION-A**

**Answer any five questions: (6\*5)**

1. Briefly define the concept of E-cash coin.
2. Write a short note on SWOT analysis.
3. What does electronic cheque mean?
4. Why E-Commerce is better than the Traditional Commerce?
5. Define the push and pull technologies. Mention its applications also.
6. What do you mean by product differentiation and mass customization?
7. Define the concept of radio buttons.

**SECTION-B**

**Answer any two questions: (10\*2)**

1. How anonymity is ensured in e-cash payment systems?
2. What do you mean by EDI? Discuss various business issues involved.
3. Discuss various frames and images in HTML.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. Discuss the centralized account payment model in detail.
2. What are the two types of market research? How they are different from each other?
3. Diagrammatically explain virtual payment system with its advantages and disadvantages.