

**Jagan Institute of Management Studies**  
**End-Term Examination, September, 2016**  
**Trimester IV – PGDM 2015-17**

***E-Commerce***  
***ET\_PG\_E-Com\_2709***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any SIX questions including Q1 which is compulsory.**

- Q 1** Describe In detail e-commerce types-of-Models, its three examples from current market? Also, discuss its benefits in current business scenario. **20**
- Q 2** What all are the features of E-Commerce Technology. Explain with advantages and scope? **10**
- Q 3** Explain any **FIVE** of the following jargons with its utilization/ context:
- a) E-Business
  - b) Portals.
  - c) E-Tailer.
  - d) E-scm / E-marketing / e-procurement.
  - e) JIT manufacturing.
  - f) TCP/IP.
  - g) Privacy
  - h) Encryption. **10**
- Q 4** What is a payment gateway? What are the modes of payments that prevail in India for supporting Ecommerce activities? Compare and Explain with threats and benefits. **10**
- Q 5** “Cyber Crimes are on rise”. Define and list different types of Cyber Crimes. How these are threat to stakeholders? What measures or preventive actions can be taken to minimize or avoid it? **10**
- Q 6** “Web-site / portals play a vital role in E-Business and E-Commerce success or failure”. What are the rules, dos and don'ts for effective and accepted websites / portals? **10**
- Q 7** Differentiate between any **TWO** of the following:
- a) Traditional Business and E-Business
  - b) Web-sites and Portals
  - c) Cash payment verses EFT. **10**
- Q 8** What are the biggest challenges & Treats to E-Business and E-Commerce concept? List them with probable solution(s). **10**

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