

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM (RM) 2016-18

Concept of E-Biz
ET_RM_CEB_2812

Time: 2 Hrs.

M. Marks: 50

INSTRUCTIONS: Attempt any FIVE questions. All questions carry equal marks.

- Q 1** Discuss E-Com business models (types), along-with advantages to its stakeholders? **10**
- Q 2** List and explain different modes of payment on E-Commerce sites? What are the challenges for India to implement or use the same? Discuss. **10**
- Q 3** How Traditional Commerce and E-Commerce are same and different? Also, list its advantage(s), to-consumers and to-organizations? **10**
- Q 4** With exposure of internet various threats emerge. List various threats and cybercrimes - with explanation? **10**
- Q 5** Explain the following: **10**
- a) EDI
 - b) Digitalization
 - c) Virtual market
 - d) EFT
 - e) E-banking
- Q 6** List rules to design professional website and power point slides? List few big-NO rules? **10**
