Jamia Hamdard
School of Management and Business Studies
Department of Management **Roll No...**
Odd Semester Examination - January 2024
MBA- Semester III
MBA -GE-IT-03, E-Commerce

Duration: 3 Hour Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions. All questions carry equal marks.

Q1: Explain the fundamental activities and goals of E-Commerce. Illustrate how these goals differ across various E-Commerce models such as B2B, B2C, C2C, and others.

Q2: Elaborate on the architectural framework of E-Commerce and its role in establishing a robust online business environment. How does the network infrastructure impact the efficiency and scalability of E-Commerce operations?

Q3: Analyze the various security issues prevalent in E-Commerce, including threats, hacking, viruses, and data interception. How do these issues pose risks to the integrity and confidentiality of online transactions?

Q4: Compare and contrast the different types of electronic payment systems, including smart cards, electronic banking, fund transfers, and emerging payment transfer modes. Evaluate their applicability and adoption in the contemporary Indian payment landscape.

Q5: Evaluate the potential of Mobile Commerce in India, discussing its future trajectory, challenges, and opportunities. Provide a case study analysis of prominent M-Commerce sites, highlighting their strategies and impact on the market.

Q6: Evaluate the scope of E-Commerce by analyzing its advantages and disadvantages in today's business landscape. How have electronic commerce applications reshaped traditional business models?

Q7: Explain the significance of internet security practices, standards, and protocols in mitigating E-Commerce security risks. Discuss the role of encryption techniques, cryptography, and authentication in safeguarding online transactions.

Q8: Provide an overview of electronic payment systems, emphasizing customer-to-merchant payments and peer-to-peer payments. Explain the security considerations associated with each system.