

Roll No.....

Jamia Hamdard
School of Management and Business Studies
Department of Management

Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA GE IT-03
E-commerce

Duration: 3 Hours

Max Marks: 75

Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]

- Q1: Define E-commerce and explain all the technical components of e-commerce in detail.
- Q2: What do you understand about the concept of E-commerce Business Models? Explain the different business models of E-Commerce with respect to customers and vendors.
- Q3: How to build an E-commerce framework for a business? Discuss all the parts of the architecture framework in detail with the help of a diagram.
- Q4: What is E-commerce Security? Discuss the main security issues with e-commerce and how to prevent them.
- Q5: What is Cryptography? Discuss the authentication model used in cryptography.
- Q6: Write about the security service that is to be offered in E-Payment systems. Discuss any one E-Payment system in detail.
- Q7: Explain the meaning of M-Commerce, Discuss its growth pattern and the reasons for the rise of m-commerce in India?
- Q8: "Once a company has acquired a customer, the key to maximizing revenue is keeping them". Explain how e-commerce is helpful in customer retention.
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