DEPARTMENT OF MANAGEMENT, SCHOOL OF MANAGEMENT & BUSINESS STUDIES
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MBA GENERAL 2nd YEAR, 3rd SEMESTER EXAMINATION 2019
PAPER CODE: MBA GE IT-03; PAPER TITLE: E-COMMERCE.

TIME: 03 Hours **Maximum Marks: 75**
Roll No.___________

Instructions:
Write your roll number immediately on the receipt of this question paper.
Attempt any 5 questions out of 8 (15*5=75)

1. E-Commerce in India is has seen a boom over the past decade. Discuss the various factors that led to growth of E-commerce in our country & mention the various sectors where E-Commerce plays a key role. (15 marks).

2. The most important asset to be considered in the organizations these days is the Data. Explain the role of Big Data in various businesses that facilitates the growth for the organizations. (15 marks).

3. (a) Explain the unique features of E-Commerce (7marks).
   (b) Discuss the various perquisites that are essential in setting up E-Commerce Technology for an organization. Explain in light of Architectural Framework. (8marks)

4. (a) As an E-Commerce student highlight the various successful strategies of Ola cabs in the Indian market (10 marks)
   (b) Briefly describe the following terms: (5marks)
   GSM, GPRS, WiMax, RFID, UWB.

5. (a)Elucidate the various security measures for ensuring payment security over a website. Explain citing relevant examples. (10 marks)
   (b) What is the significance of BHIM & UPI in Digitization? (5marks)

6. (a) What is Peer to Peer Payment system (7 marks)
   (b) Discuss Inter Bank Transfer? Explain with respect to RTGS, NEFT & IMPS (8marks)

7. Explain the reasons for success of M-Commerce in India. Giving examples of few companies, discuss how M-Commerce helps in increasing customer interface (15marks).

8. Discuss the Business Model of any two companies from the following (7.5*2=15marks)
   (a) Amazon
   (b) Swiggy
   (c) PayTM
   (d) Myntra

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