

DEPARTMENT OF MANAGEMENT, SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD.

MBA GENERAL 2nd YEAR, 3rd SEMESTER EXAMINATION 2017
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. What is M-Commerce? Explain how M-Commerce helps in increasing customer experience by citing suitable examples in the light of mobile apps. (15 marks)
2. Discuss the current scenario of Digital Payment Landscape in India as of 2017 with its trends and future in Indian economy. (15marks)
3. Elucidate the transformation of DHL worldwide express to E-Business. (15 marks)
4. (a) Explain the 6 layers of functionality or services under the Architectural Framework of E-Commerce (7 marks)
(b) Describe the 07 Unique Features of E-Commerce with examples. (8marks)
5. (a) As an E-Commerce student highlight the various successful strategies of Ola cabs in Indian market (10 marks)
(b) Briefly describe the following terms: (5marks)
 1. GSM,
 2. GPRS
 3. WiMax
 4. RFID
 5. UWB
6. (a) Discuss the various security issues that prevail in E Commerce (10 marks)
(b) What are the various online security measures that can be used in tackling these security issues (5marks?)
7. (a) What is Peer to Peer Payment system (7 marks)
(b) Discuss the concept of e-wallet & e-cash citing examples. (8marks)
8. Devise an end to end Business Model for company that wants to adapt to E commerce Technologies. (15 marks)

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