

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination - January 2024
Integrated MBA- Semester I
Digital Transformation in Operations Management
MBA(GE)-OM-01

Roll No...

Duration: 3 Hour

Max. Marks - ~~12~~

60
12 x 5 = 60
(~~12 x 5 = 60~~)

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

Q1: Differentiate Between Traditional and Electronic Commerce. Describe SWOT Analysis of E-Commerce.

Q2: Describe E-Business Models based on relationship of transaction parties with relevant examples (B2C, B2B, C2C, C2B).

Q3: Discuss the brokerage model and aggregator model with relevant examples.

Q4: Describe Virtual value chain with example. How it is different from physical value chain?

Q5: How can we use E-commerce in E-Branding? Discuss it with relevant examples.

Q6: Describe the application of E-commerce in E-supply chain Management with examples.

Q7: Describe the different security measures in detail that can be implemented by an organization for the E-commerce operations.

Q8: What are the digital signatures? Describe the digital token-based e-payment systems.