

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

Semester: 3
Subject Code: 06205201
Subject Name: E-COMMERCE

Date: 29/12/2017
Time: 02:00 pm to 04:30 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A). Multiple choice type questions. (Each of 1 mark) (05)

1. For which on the following product/ service the e-commerce activity is not possible?
 - a) Buying Mobile
 - b) Buy ticket or Air-Travel from Bombay to Goa
 - c) Selling your old furniture
 - d) Medical Operation
2. Which of the following is called Vickrey Auctin ?
 - a) Second-highest Sealed Bid
 - b) Reverse Auction
 - c) Highest Sealed Bid
 - d) Dutch Auction
3. Which among the following two: E Commerce & E Business is smaller term – subset of the other?
 - a) E Commerce
 - b) Both are equal
 - c) E Business
 - d) Nothing can be said about it
4. Which of the following is not one of the aims of SET security requirements in the context of credit card payment?
 - a) Confidentiality
 - b) Transferability
 - c) Integrity
 - d) Authentication
5. Which of the following type of auction starts from a lower price and then bidding automatically increases until the highest bid is achieved?
 - a) English Auction
 - b) Reverse Auction
 - c) Dutch Auction
 - d) Sealed Bid Auction

B). Define the following. (Each of 1 mark) (05)

1. CPM
2. Permission marketing
3. Secure Sockets Layer
4. Banner Ad
5. E-Cash

C).Direct questions. (Each of 1 mark) (05)

1. What is IPSec?
2. What is the function of Sniping software?
3. At What layer does a packet filtering router operate?
4. What do you mean by match-making services?
5. What are the benefits of e-retailing to the customer?

Q.2 Answer the following questions.

A). Differentiate: Electronics Commerce Vs Physical Commerce with suitable examples. (07)

B).Mention various types of E-services. Explain in detail by suitable examples for any two types. (08)

Q.3 Answer the following questions.

A). Define Virtual private network. Explain how we can establish such network. Also, state its benefits. (07)

B).How e-commerce is changing our lives? Give a perspective from Individual as well as company's point of view. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. What are the 4Cs of Payment methods? Compare all. Which of the method/s you would use for...

(a) Fitness App – Android Version

(b) Online travel ticket booking website.

Give reasons for your choice of payment methods.

2. What are the advantages of B2B e-commerce. Which are other aspects / elements if applied, whole system is integrated digitally and becomes more beneficial?

3. You have a Coaching Class for Standard 11-12 (Science – Gujarat / CBSE Board), who wants to spread reach the students around the Vadodara city. Kindly device a online marketing strategy for them.

4. You are going to start a mobile app for Online Education Services for MBA Students. Develop the process / method how you determine the feasibility of your services? What will be your benefits compare to offline?