

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2019 - 20 Examination**

**Semester: 3**  
**Subject Code: 06205201**  
**Subject Name: E-Commerce**

**Date: 29/11/2019**  
**Time: 10:30 am to 1:00 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/Fill in the blanks. (Each of 1 mark)****(05)**

1. EDI stands for
 

a) Electronic data interface	c) Electronic data input
b) Electronic data interchange	d) Electronic data interconnect
- 2 A \_\_\_\_\_ is a communication network that typically exchanges EDI messages among trading partners.
 

a) LAN	c) VAN
b) WAN	d) MAN
- 3 The term \_\_\_\_\_ has become irrevocably linked with the idea of convergences of industries centered on information that until today has been isolated
 

a) Network	c) E-commerce
b) IT	d) Security
- 4 Amazon.com is an example for \_\_\_\_ category of E-commerce.
 

a) B2B	c) B2C
b) C2B	d) C2C
- 5 eBay is an example of \_\_\_\_\_ category of E-commerce
 

a) B2B	c) B2C
b) C2B	d) C2C

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

1. Online malls
2. Shopping cart
3. SET
4. M-commerce
5. Digital wallet

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

1. Write any four applications of e-commerce.
2. State any four disadvantages of E-commerce
3. Difference between E-commerce and E-business.
4. Write down the pros and cons of online shopping
5. What is e-marketplace?

**Q.2 Answer the following questions.****A). Write short notes on:**

1. Electronic cheque
2. Digital cash

**(07)****B). What are different components of E-commerce? Explain****(08)****Q.3 Answer the following questions.****A). Discuss in brief virtual auction. Explain the differences between virtual auction and reverse auction.****(07)****B). What is e-commerce? Discuss B2B, B2C, C2B and C2C model giving proper examples.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Explain any one payment Card. Also explain advantages and disadvantages of payment cards.
2. Explain the different challenges faced by the different types of online retailers.
3. What is Firewall? State the function of Firewall in e-commerce.
4. Explain benefits of E-retailing for the customers and also for the business.