

MBA 819**MSP-83**

**M.B.A. DEGREE/P.G.D.I.T.M.
EXAMINATION – JANUARY 2009.**

(M.B.A. – A.Y. 2005–06 batch onwards
PGDITM –A.Y. 2006–07 batch onwards)

E-COMMERCE

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. List out the objectives of E-Commerce.
2. Mention common issues related to E-Commerce.
3. Mention the skills required by the E-Marketer.
4. How will you insist consumer trust and confidence?
5. How to do Internet Governance?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss about the technological aspects of E-Commerce.
7. Explain E-Commerce strategies for development.
8. How TCP is used for data transfer?
9. Explain the impact of E-Commerce on employment.
10. Explain the impact of net centricism in communication networks.
11. Discuss about channel conflict and coordination in one E-Commerce Age.
12. Mention the main points regarding contract law and e-commerce.
