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Total No. of Pages: 03

Total No. of Questions: 10

M.Com (Sem. – 4)

E-COMMERCE

Subject Code: MCOPGE401-18

M Code: 77946

Date of Examination : 20-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY**, consists of a Case Study carrying **TWELVE** marks.

SECTION-A

1. Write short note on:
 - a) Discuss the benefits of E-commerce.
 - b) Discuss briefly linking using Trademarks in Key mega Tags.
 - c) Discuss any three benefits of Internet Trading relationships.
 - d) Discuss briefly Partially and Fully Integrated EDI Systems.
 - e) In House Solutions Vs. Commercial Firewall Software
 - f) Explain Public Private Key Pairs.
 - g) Write a Brief note on Magnetic Strip Cards.
 - h) Explain the term Intelligent Agents.

SECTION-B

UNIT-I

2. "There is no doubt that the E-commerce is going to change the Accountants scope of working." Do you agree or disagree with the statement? Comment by discussing the implications for accounting profession.
3. Elucidate in detail the Cryptography issues related to E-commerce.

UNIT-II

4. "EDI applied to the different working systems in companies provides important benefits, resulting in more streamlined and efficient operations." Comment on the statement by detailing out the benefits of EDI. Also give an overview of Financial EDIs.
5. Explain in detail the "Risks associated with Confidentiality- Maintained Archival, master File and Reference Data."

UNIT-III

6. "A firewall should never be a company's only line of digital defense, as these tools have several failings in spite of their usefulness." Elucidate the statement.
7. Explain in detail "Additional authentication methods and Additional NON Repudiation Techniques."

UNIT-IV

8. "The 4Ps of Internet Marketing can and should be used in conjunction with one another to create the most effective marketing mix, ultimately, resulting in sales and profit growth." Comment on the statement by detailing out the Ps of Internet Marketing.
9. "Every Internet marketing strategy has a different purpose and application to help improve one's business online." In support of the statement, elucidate in detail the various internet marketing techniques.

SECTION-C

10. Read the Case study and answer the following questions:

XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweatshirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroider who decorate the shirts and sells them to public and for retailers who then market them to customers. The market is very competitive and complex. The distributors sell other product as well, and also T-shirts made by XYZ's competitors. Therefore, the relationship between active wear and its distributors are critical. To boost these relationships, XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit availability and ordering from both the shirts printers and retailers enter the distributors site to facilitate their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favour with distributors, many of whom do not have time or money to build their website. The system also includes models that automatically suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incurs a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.

Questions:

- a) State the significance of this E-commerce in this case study.
- b) Is the E-commerce System bringing XYZ closer to its customer? Why or why not?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.