

Subject : B.M. Elective-II c) Design and Implementation of E-Commerce Applications

Day : Friday

Date : 10/06/2016



Time : 10.00 A.M. TO 1.00 P.M.

Max Marks : 80 Total Pages : 1

N.B.:

- 1) Answer any **FIVE** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in the **SAME** answer book.
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Define e-commerce. Explain various business and technical issues of e-commerce. (10)
- Q.2** Explain with example C2C and C2B business models of e-commerce. (10)
- Q.3** Discuss various marketing strategies on Internet. (10)
- Q.4** Explain various tools for creating and managing the content of e-commerce website. (10)
- Q.5** What is E- security? Explain various security issues of e-commerce. (10)
- Q.6** What is Domain Name System? Explain in detail structure of Domain Name System. (10)
- Q.7** Write short notes on Any **TWO**: (10)
- a) Firewall
 - b) Project Management
 - c) Internet Protocols

SECTION-II

- Q.8** Design an e-commerce application for Global Kids Nursery School. School wants to provide following facility. (15)
- i) Online fee deposit
 - ii) Online checking of attendance
 - iii) Online Enquiry
 - iv) Online feedback
- Q.9** What is need of Commerce Value Chain? Explain in detail various component of Commerce Value Chain. (15)
- Q.10** Design an e-commerce application for VP Bank. The bank wants to provide following facilities. (15)
- i) Funds transfer from one account to other account.
 - ii) Checking of account status.
 - iii) Deposit money.
 - iv) Online payment.

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