NEW

2016

M B A

4th Semester Examination

Subject : E-COMMERCE PROGRAMMING LANGUAGES

(Specialization : Operations and Systems Management)

PAPER—OS-401

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 　　　　　　　　8×5

   (a) What are the components of E-Commerce ?

   (b) How is CRM related with E-Commerce ?

(c) Briefly describe any four internet protocols that are being implemented in the realm of communication.

(d) Discuss the two main systems for transaction security pertaining to online payments.

(e) What is the relation between Ethics and E-Commerce ?

(f) Write a short note on XML Registry.

(g) Mention in brief the types of web hosting.

(h) What do you mean by IMAP connection ?

(i) Differentiate between English auction and Dutch auction.

(j) What is EDI ? State the benefits of EDI.

(k) State the essential elements and mechanism of an E-market.

(l) Discuss the major types of portal.

2. Answer any *four* questions :   4×10

(a) (i) What do you mean by Intellectual Property Threats ?

    (ii) What are the security issue of Client Computers between Server Computers ?

(b) Discuss the features of an online auction system along with the benefits of e-auction / online auction.

(c) What is an Electsonic Catalog ? State the advantages and disadvantages of both the online and paper catalog.

(d) Discuss the Porter's Competitive Forces Model.

(e) Statet the advantages of affiliate marketing. Write a short note on Google Adwords program.

(f) (i) What are the relations between Web Server Hardware and Web Server Software ?

(ii) What do you mean by Fee-For-Transaction Model ?

[*Internal Assessment : 20 Marks*]

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(Turn Over)