

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

June, 2013

BRS-024 : E - RETAILING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

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| 1. | (a) | Define e - Retailing. | 5 |
| | (b) | What are the advantages and disadvantages of e - Retailing ? | 10 |
| | (c) | What are the threats of e - Retail ? | 5 |
| 2. | | Explain different strategic methods for developing e - Retail. | 20 |
| 3. | (a) | What are the main strategic issues in e - Retail ? | 10 |
| | (b) | Classify different Transaction models used in e - Retail. | 10 |

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| 4. | (a) | What are the strategies used for interactive Web - advertisement ? | 5 |
| | (b) | What is Supply Chain Planning Tools (SCP Tools) used in e - commerce ? | 5 |
| | (c) | Classify different types of e - advertisement tools used for e - Retailing. | 5 |
| | (d) | How the e - Advertising Network works ? | 5 |
| 5. | (a) | Classify different types of e - payments. | 10 |
| | (b) | What is Firewall ? How it works ? | 3 |
| | (c) | What are the difference between public and private key cryptography ? | 3 |
| | (d) | Explain the working principle of Digital Signature. | 4 |
| 6. | (a) | What are the risk involved in e - Retail ? | 5 |
| | (b) | Explain different technical attacks in e - Retail environment. | 5 |
| | (c) | Why digital Authentication is essential in e - Retail ? Classify different types of authentication mechanisms used online. | 6 |
| | (d) | Draw and explain Encryption models used in e - Retail. | 4 |
| 7. | (a) | Explain Secure electronic transaction using SSL. | 5 |
| | (b) | What is cyber law ? Explain its significance. | 5 |

- (c) What is VPN ? How it works ? 5
- (d) You are responsible for the security at a B2C EC site and need to audit your network security. What type of software tools you should use ? Justify your answer. 5
8. (a) What is M - commerce ? How M - commerce is useful in e - Retail environment ? 7
- (b) Explain ERP and BPR tools used in e - Retail. 3
- (c) Explain the significance of Real time application in e - Retail. 5
- (d) What is EDI ? 2
- (e) Distinguish between Real time, Online and Batch Processing system. 3
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