BACHELOR OF BUSINESS ADMINISTRATION (RETAIL SERVICES) (BBARS)

□□300

Term-End Examination

June, 2016

BRS-024 : E-RETAILING

Time : 3 hours   *Maximum Marks : 100*

Note : *Attempt any **five** questions out of eight questions. Marks are given against the questions.*

1. Define E-Commerce. Explain different types of E-Commerce with suitable examples. Discuss the relationship between E-Commerce and Networking in terms of Internet, Intranet and Extranet. Give examples to show how E-Commerce is integrated.   *5+5+10=20*

2. Discuss the infrastructure requirement for E-Commerce implementation. How has E-Commerce brought about revolution in organized daily retail in India ? What are the prominent product categories shopped through E-Commerce ?   *5+5+10=20*

3. What is M-Commerce ? Discuss the concept of WAP and how it helps in mobile computing. Explain with the help of mobile computing architecture. *5+10+5=20*

4. Explain the Supply Chain Management using E-Commerce platform in case of retail business. How is supply chain important in the success of E-Commerce framework adopted by any retail business ? Discuss various supply chain planning tools used to provide supply chain solutions to retail customers. *5+5+10=20*

5. Discuss various models based on transaction party – B2B, B2C, C2B, C2C. Discuss the application of these business models for E-Commerce. *10+10=20*

6. What is cryptography ? How are digital signatures obtained ? What are the agencies that issue digital signature certificates ? On what principles do digital signatures work ?

5+5+5+5=20

7. Identify the provisions of IT Act, 2000 for the legal transactions of E-Commerce in India. Are there any other cyber laws covering E-Commerce ? Discuss with examples. *20*

8. Write short notes on any *four* of the following : 4×5=20

   (a) Electronic Data Interchange (EDI)

   (b) Data Warehousing

   (c) Unified Payment System

   (d) Virtual Private Network

   (e) Advantages of Online Advertising

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