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**COMMONWEALTH EXECUTIVE
MBA/MPA PROGRAMME**

**Term-End Examination
December, 2010**

E-1 : ELECTRONIC COMMERCE

Time : 3 hours

*Maximum Marks : 100
(Weightage : 70%)*

Note : *Answer any three questions from Section-A. Each question in Section-A carries 20 marks. Section-B carries 40 marks and is compulsory.*

SECTION-A

1. "Emergence of the internet technologies over the past decade has offered a new road for business communication". Elaborate citing suitable examples. **20**
2. "Information and Communication technology play a pivotal role in managing customer relationship". Elucidate. **20**
3. Discuss the pertinent ethical issues concerning the corporate activity in e - commerce. **20**

4. Write short notes on *any four* of the following : 4x5=20

- (a) PSTN
- (b) File Transfer Protocol (FTP)
- (c) B2B commerce
- (d) VOID
- (e) DNS
- (f) Database server

5. Briefly comment on *any four* of the following : 4x5=20

- (a) E - Commerce is being shaped by and is increasingly shaping the modern society.
- (b) Intranet draws the communication standard of internet and the content standards of World Wide Web.
- (c) Internet telephony is cost effective as compared to the PSTN.
- (d) Webcasting technology development is faced with the problem of band-width.
- (e) VR systems provide direct interaction with the computer generated models.
- (f) A web page is located by the URL.

SECTION - B

6. E - Commerce is making impacts on the various facets of the world of marketing. It has brought in product promotion, new sales channel, brand image etc. Now as a marketing manager develop a strategic e-commerce marketing plan for your organization which is desirous to enter in the field of e-commerce. 40
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