UNIT-III
4. a) What are the major business models in B2B? 6

OR

b) Explain the characteristics of Internet surfers 6

UNIT-IV
5. a) What are the reasons for the growing importance of e-advertisements? 6

OR

b) List the major methods of Internet advertisements 6

UNIT-V
6. a) What is Electronic Fund Transfer? What are the different types of electronic payment systems? 6

OR

[MIPA-0706]  
IMBA DEGREE EXAMINATION  
VII TRIMESTER  
E-COMMERCE  
(Effective from the admitted batch 2008–09)

Time: 3 Hours  
Max.Marks: 40

Instructions: All parts of the unit must be answered in one place only. Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any FIVE of the following:
   Each answer should not exceed one page.  \( (5 \times 2 = 10) \)
   
ap) EDI  
b) Online Payments  
c) C-Commerce  
d) M-Commerce  
e) Fire Wall  
f) E-broker  
g) Net Banking  
h) E-cash

SECTION-B

Answer the following:

UNIT-I

2. a) What are the major differences between traditional Commerce and E-Commerce?  \( 6 \)

   OR

   b) Explain the advantages, disadvantages and pre-requisites of electronic commerce  \( 6 \)

UNIT-II

3. a) Describe the process of Internet shopping and list the major steps involved  \( 6 \)

   OR

   b) What is direct marketing?  \( 6 \)
UNIT-III
4. a) What are the major business models in B2B? 6
   
   OR
   b) Explain the characteristics of Internet surfers 6

UNIT-IV
5. a) What are the reasons for the growing importance of e-advertisements? 6
   
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[41/VIIT/310]
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SECTION-A

1. Answer any FIVE of the following:
   Each answer should not exceed one page. (5x2=10)
   a) EDI
   b) Online Payments
   c) C-Commerce
   d) M-Commerce
   e) Fire Wall
   f) E-broker
   g) Net Banking
   h) E-cash

SECTION-B

Answer the following:

UNIT-I

2. a) What are the major differences between traditional Commerce and E-Commerce? 6

   OR

   b) Explain the advantages, disadvantages and pre-requisites of electronic commerce 6

UNIT-II

3. a) Describe the process of Internet shopping and list the major steps involved 6

   OR

   b) What is direct marketing? 6