

### **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**

- b) What is payment Security? Explain Internet Protocol Security 6

[41/VIII/310]

**[MPIBA-0706]**  
**IMBA DEGREE EXAMINATION**  
**VII TRIMESTER**  
**E-COMMERCE**

(Effective from the admitted batch 2008–09)

**Time: 3 Hours**

**Max.Marks: 40**

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

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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

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

**OR**

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