

M.Sc. - II (Electronics) (NEP Pattern) Semester-IV
PSCELT404.3 - Elective Paper-IV : Electronics Commerce

P. Pages : 2

Time : Three Hours



GUG/S/25/16343

Max. Marks : 80

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- Notes : 1. All questions are compulsory and carry equal marks.
2. Draw neat and labelled diagram wherever necessary.

Either :

1. a) Describe meaning and concept of E-commerce. Compare it with traditional Commerce. **8**
b) Explain EDI application in Business in detail. **8**

OR

- c) Describe Infrastructure for Electronic Commerce. **8**
d) Describe Supply Chain Management in detail. **8**

Either :

2. a) Explain Electronic Commerce Models in detail. **8**
b) Describe Influencing factors of successful E-commerce. **8**

OR

- c) Describe business to business model of e-commerce. **8**
d) Describe E-commerce strategies. **8**

Either :

3. a) Explain concept & designing website for E-Commerce. **8**
b) Describe Mobile Marketing and Advertisement with suitable example. **8**

OR

- c) Explain Internet applications in e-commerce. **8**
d) Describe role of corporate website-Portal in e-commerce. **8**

Either :

4. a) Explain Internet Payment Systems. **8**
b) Describe the Secure Electronic Transaction. **8**

OR

- c) Discuss about security issues on electronic payment system. 8
- d) Describe regulatory framework of E-commerce. 8
- 5. Attempt the followings:
 - a) Describe supply chain management in e-commerce. 4
 - b) Describe business to business e-commerce. 4
 - c) Describe emergence of the internet as a competitive advertising media. 4
 - d) Explain the operation of Smart Card in electronic payment system. 4
