

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2014-16)**  
**Second Semester Examination April 2015**

<b>Subject</b>	<b>E Commerce</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>		<b>Date</b>	<b>24.04.2015</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

**Case Study**

Eric Keil, Director of e-business, Panasonic "To achieve economies of scale in terms of development time and software costs, we needed a single Web application server. Maintain separate Microsoft and IBM platforms would not be a cost-effective strategy". More than 70 percent of Parcel house's business is generated from European customers across 13 countries. As an internationally growing business Parcel house focuses on increasing market confidence for its reliable 24x7 logistics information management. From DVD players and High-Definition televisions to air-condition compressors and custom lithium ion batteries, the Panasonic name can be found hundreds of thousands of consumer, business and industrial products. Panasonic's diverse product range is a sign of success for the 6500-employee U.S. Based in Secaucus, New Jersey, and Panasonic previously supported its 20000 dealer's with B2B e-commerce Web sites built on IBM Web Sphere Application Server. Three sites, one for each business sector, were integrated with Panasonic's SAP systems and other legacy applications, enabling dealers to log on to the Web and easily determine the status of their order or the availability of a product. Every online status check saved. At the same time, the company created B2C online store for its employees, and for employees of large companies that are valued partners of Panasonic. These sites, developed with Microsoft Commerce Server and IIS, were not integrated with Panasonic's backend systems. Consequently, the company's call centers were overwhelmed with B2C order-status inquiries. "We couldn't integrate our Microsoft sites with our backend because Microsoft Commerce Server wouldn't talk to our corporate -standard database and integration solutions", says Eric Keil, director of e-business at Panasonic. "Also, we wanted fully automated e-commerce functionality for all our sites, which dictated enhancements across the board. To achieve economies of scale in terms of development time and software costs, we needed a single Web application server. Maintaining separate Microsoft and IBM platforms would not be a cost-effective strategy."

**Questions:**

1. What are the objectives that Panasonic Company wants to achieve by energizing E-Commerce with the help of IBM **(8 Marks)**
2. How the sales of the Panasonic products could be enhanced through the E-Commerce Strategy? **(8 Marks)**
3. How to maintain the worldwide marketing customers with the services? **(4 Marks)**

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is E commerce? What are the advantages of E commerce?
- b) What is Search Engine Optimization (SEO)? Explain with an example.
- c) What are the online equivalents terms of following traditional terms?
  1. Physical office
  2. Word of mouth
  3. Traditional PR
  4. Surveys, polls and market research
  5. Direct postal mail

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) Explain following business models with diagram & an example:

1. Business - to - Business (B2B)
2. Business - to - Consumer (B2C)
3. Consumer - to - Consumer (C2C)
4. Consumer - to - Business (C2B)
5. Business - to - Government (B2G)

b) What is E-Governance? Explain benefits of E-Governance.

c) Explain Order Management Cycle in E Commerce.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) What is EDI? Explain the role of EDI in International Trade.

b) Explain application of E commerce in Supply Chain Management.

c) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) Explain electronic fund transfer using an example

b) Explain the concept of digital signature.

c) Explain asymmetric/public key encryption with diagram.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) What is cyber crime? Explain types of cyber crime.

b) What are the threats that can endanger computer users & harm online business?

c) Explain Cryptography & Types of encryption.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) Explain Ethical issues in E-Commerce.

b) Explain online auction with an example.

c) Answer following multiple choice questions:

1. Which segment do eBay, Amazon.com, and LandsEnd.com belong?

- a) B2Bs   b) B2Cs   c) C2Bs   d) C2Cs

2. \_\_\_\_\_ are networks that connect people within a company to each other and to the company network.

- a) Intranets   b) Extranets   c) Bit-streams   d) Internets

3. E-commerce involves the application of:

- a) Knowledge Management systems.   b) Product Management systems  
c) Services Management systems.   d) All of the above.

4. Which of the following is not one of the benefits of e-commerce to sellers?

- a) E-commerce is a powerful tool for customer relationship building.  
b) E-commerce can help to reduce costs.  
c) E-commerce increases the net cost per contact.  
d) E-commerce offers greater flexibility in meeting customer needs.

5. Which of the following is not relevant to marketing via the Internet?

- a) Click-and-mortar marketing.   b) Viral marketing.  
c) Mobile marketing.   d) Brick-and-mortar marketing