

Note: a) Question number 1 and Question number 2 are Compulsory.
b) Choose any 3 questions to answers from remaining 4 questions
c) Assume suitable missing data, if any

Max Marks: 60

Time: 3:00 Hours

Q.1 Multiple Choice Questions, Choose the correct option. (1X10)

1) E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?

- A. A business process perspective
- B. An online perspective
- C. A communications perspective
- D. A service perspective
- E. All of the above

2) When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?

- A. E-commerce is a subset of E-business
- B. E-commerce has some overlap with E-business
- C. E-commerce is broadly equivalent to E-business
- D. E-business is a subset of E-commerce
- E. None of the above

3) E-government is becoming more accepted as an important feature within government in many countries. What does it provide?

- A. All of the above
- B. Facilities for dissemination of information and online services at local and national levels
- C. The facility to securely communicate between governments and government departments
- D. The ability to gather taxes more efficiently

- 4) An example of a communications benefit from creating an e-commerce website is:
- A. Lower paper costs needed for marketing and fewer staff needed in contact center
 - B. The ability to reach overseas markets without a sales presence
 - C. Slower response to customer enquiries
 - D. Tracking of number of customers using different parts of site
 - E. None of the above is correct

- 5) Click and mortar business are?
- A. Businesses that have only physical presence
 - B. Businesses that have both an online and an offline presence
 - C. Businesses that have neither online nor offline presence
 - D. None of above

- 6) Which one of these is not a part of organizational strategy?
- A. Strategy Formulation
 - B. Strategy Implementation
 - C. Strategy Assessment
 - D. Strategy Insurance

- 7) Which one is not a component of Operational CRM
- A. Sales Force Automation (SFA)
 - B. Enterprise marketing automation (EMA)
 - C. Customer service and support (CSS)
 - D. Business Administration Processing (BAP)

- 8) Which process is responsible for discussing reports with customers showing whether services have met their targets?
- A. Continual Service Improvement
 - B. Business Relationship Management
 - C. Service Level Management
 - D. Availability Management

- 9) _____ is malicious software that criminals distribute to infect a large number of hijacked Internet connected computers controlled by hackers.
- A. Page Hijacking

- B. Denial of Service (DoS)
- C. Botnet
- D. Trojan Horse

- 10) Which one of these is not a part of Territory Assignment?
- A. Industry Based
 - B. Named Accounts
 - C. Department Based
 - D. Geography Based

Q.2 What is a Payment Gateway and how is it different from a Payment Processor? Explain briefly the different types of Payment Gateways with Example and list down the limitations of payment gateways. (20)

Q3. What is the Porter's Five Forces Model and Strategies? How is organization strategy relevant for E-business and E-commerce? Please list down the stages of strategy. (10)

Q4. What is a CRM software and how is it beneficial to an E-commerce organization? Describe briefly the purpose of territory management within B2B company. (10)

Q5. You are an entrepreneur and starting a B2B company. What are the key laws and regulations to be considered while operating an E-commerce business? Please list any 3 and briefly explain them. (10)

- Q6. Write short notes on any of the 2: (10)
- a) Any 2 technical malware attack methods
 - b) Cyber Warfare
 - c) 3 benefits each to Consumers, Society and Organization