

(Printed Pages 3)

Roll No. _____

PGM-45164

M.B.A. (Second Year Autumn Semester)

Examination, 2017-18

E-Commerce

MAN-604

Time Allowed : Three Hours]

[Maximum Marks : 60

Note: Attempt **all** questions. **All** questions carry equal marks.

Unit-I

1. What is e-commerce? What are the major differences between early years of e-commerce and today's e-commerce?

OR

What is a business model? How does it differ from a business plan?

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Unit-II

2. What are the three important concepts of the internet?

OR

Name the main pieces of the e-commerce site building puzzle.

Unit-III

3. What is e-mail? What are the advantages and disadvantages of e-mail marketing?

OR

What are the major elements of social marketing process?

Unit-IV

4. What basic assumptions does the study of ethics make about individuals?

OR

What frequently makes the difference between profitable and unprofitable online business today?

Unit-V

5. Define channel conflict and explain how it applies to the retail industry.

OR

What are the basic revenue models for online content? What are the major challenges?