

2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3 & 4)
E-COMMERCE & IT ENABLED SERVICES (MBA-546)

Time : 03 Hours
Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

Section - A

Q1) (15 x 2 = 30)

- a) Define E-commerce?
- b) What is I-way?
- c) What do you understand by set-top box?
- d) What is the role played by routers in networking?
- e) What is a multimedia server?
- f) What is C2B e-commerce transaction?
- g) What is hypertext?
- h) Define SSL.
- i) List the four properties of e-cash.
- j) List three types of electronic tokens.
- k) What do you understand by "Computer Network" as per IT Act 2000?
- l) What is telemarketing?
- m) What is the role of technical writing in IT enabled services?
- n) List layers of EDI architecture.
- o) What do you understand by EFT?

Section - B

(9 x 5 = 45)

- Q2) Explain generic framework for electronic commerce.
- Q3) Explain with block diagram video on-demand system.
- Q4) Explain the functions of supply chain management.
- Q5) Discuss in detail network access equipment.
- Q6) Explain issues involved in designing electronic payment systems.
- Q7) Explain in detail payments made using encrypted credit cards.
- Q8) Discuss briefly two WWW-based security schemes.
- Q9) Explain Web architecture with respect to E-commerce.
- Q10) Explain telecommunication network and hardware in a call center.
- Q11) Explain in detail digital signatures.
- Q12) Write a short note on medical transcription.
- Q13) Explain with example information flow without EDI.