

2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3TH / 4TH)
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 convergence.
- b) What are demands and requirements of market participants?
- c) List the components of I-way.
- d) Differentiate between switch and hub.
- e) What is message passing in client-server architecture?
- f) What is B2B e-commerce transaction?
- g) What is hypermedia?
- h) What is the relationship between SSL and S-HTTP?
- i) List the advantages of electronic checks.
- j) What are the two steps involved in purchasing E-cash from on-line currency server?
- k) What do you understand by "Computer" as per IT act 2000?
- l) List the two categories of telemarketing.
- m) What is medical transcription?
- n) What are benefits of EDI for international trade?
- o) What do you understand by open EDI?

Section - B

(9 x 5 = 45)

- Q2) Explain multimedia content for E-commerce applications.
- Q3) Explain any one technology of global information distribution networks.
- Q4) Explain major components of the I-way.
- Q5) Discuss in detail electronic framework.
- Q6) Discuss pros and cons of credit card based system.
- Q7) Explain in detail client-server structure of web.
- Q8) Discuss on-line payment process using third-party processor.
- Q9) Explain two electronic commerce application services.
- Q10) Explain in detail call center infrastructure.
- Q11) Write a short note on technical writing.
- Q12) Explain with example information flow with EDI.
- Q13) Explain "Electronic Governance" with respect to IT Act 2000.