MMS (Sem-I) June-2023

Q.P. Code: 00001107

Managerial Economic

Time: 2 ½ Hours **Marks: 75**

N.B: 1. Q.1 would be compulsory. Attempt any 4 out of the remaining 6 questions.

2. Figures to the right indicate full marks

Q.1 Select the appropriate option and rewrite the statements. (20)

1) When a business organization sells software to the Government, it is known as _______ e-commerce.
   a) B2B b) B2G
   c) B2C d) G2B

2) Any customer looking for a product online will be using a _________ such as Google, Bing etc. to look for available options.
   a) Scanner b) Search engine
   c) Keypad d) Retargeting

3) ______ are the software applications that are designed to run on smart phones where customers access to virtual store and make purchases.
   a) Mobile apps b) Supermarkets
   c) Point of Purchase d) Spy

4) 'DMart Ready' is an example of _______ e-commerce.
   a) B2B b) B2C
   c) C2C d) B2G

5) ___________ is a limitation of EDI.
   a) Training to the staff b) Cost effective
   c) Speed d) Efficiency

6) ____is a publicly displayed running tally of the number of visits a webpage has received.
   a) ERP b) Code
   c) Display d) Web counter

7) ________ has the capacity to store a customer's work-related and/or personal information as well as used to store money and the amount gets deducted after every transaction.
   a) PAN Card b) Credit Card
   c) Debit Card d) Smart Card

8) _______ are used as fraud prevention tools to help reduce risk exposure.
   a) EVM b) CVV
   c) STD d) EVV

9) _________refers to the entire process starting from the sale, up until the post-delivery experience of the customer.
   a) CRM b) Inventory Management
   c) Order fulfillment d) Survey

10) __________ is a cyber-attack where the user computer is attacked with fake communication, sent via an email, instigating an action from the receiver.
   a) Phishing b) Spy
   c) IP d) Firewall

Q.2 Answer ANY TWO of the following **(10)**

(a) Discuss the meaning and scope of e-commerce.
(b) State and explain the various models of e-commerce.
(c) Write a note on Supply Chain Management (SCM).

Q.3 Answer ANY TWO of the following **(10)**

(a) What is order fulfillment? Explain its types.
(b) Discuss the various types of payment methods in e-commerce.
(c) Write a note on cataloguing.

Q.4 Answer ANY TWO of the following **(10)**

(a) What are the alternative models of B2B e-commerce?
(b) Discuss the various types of web advertisements.
(c) Explain the features of Electronic Data Interchange (EDI) service arrangement.

Q.5 Answer ANY TWO of the following **(10)**

(a) Explain the various types of risks in electronic payment system.
(b) Distinguish between debit and credit card.
(c) What is order fulfillment? Discuss the steps involved in it

Q.6 Answer ANY TWO of the following **(10)**

(a) What the different e-commerce security tools?
(b) Write a note on IT Act, 2000
(c) Elaborate on risk management paradigm.

Q7 Answer ANY TWO of the following **(10)**

(a) Write a note on value delivery methods of e-commerce innovation.
(b) What are the advantages of e-commerce to e-marketers?
(c) Mention the ethical issues in e-commerce.

Q8 Write short note on ANY THREE of the following **(15)**

(a) Role of intellectual property in e-commerce.
(b) Causes of channel conflicts
(c) Importance of after-sales service in e-commerce
(d) Challenges of e-commerce