[4170]-281

M. Com. (E-commerce) (Semester - II) Examination - 2012
BUSINESS PROCESSES AND PRACTICES

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    (1)   All questions are compulsory.

    (2)   All questions carry equal marks.

Q.1) Explain meaning of the term 'Competitiveness'. Suggest measures to build Competitive Strength in any Industrial Unit.

OR

Q.1) What do you mean by 'Productivity' ? How Productivity can increased ? Give examples in support of your answer.

Q.2) What is meant by Value Addition ? Explain various tools employed by Modern Enterprises in Value Addition Process.

OR

Q.2) What is meant by Six Sigma ? State advantages of Six Sigma Technique.

Q.3) Explain the term 'Project Planning'. State and explain various tools used for Planning and Monitoring the Project.

OR

Q.3) Explain the term 'Timing and Scheduling of Operations'. Also state importance of Timing and Scheduling of Operations.

Q.4) Explain the situations where Business to Business Interaction is needed in the conduct of the Business. How it can be smoothened ?

OR

Q.4) Explain the term 'Inventory'. State various tools and techniques used in the Process of Inventory Control.

Q.5) Write notes : **(Any Four)**

    (a)   Use of Software Programmes in day to day Decision-making

    (b)   SAP

    (c)   R-3 Technique

    (d)   Facilities Planning and Management

    (e)   Process Perfection

    (f)   JIT Technique

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Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[4170]-281

मराठी रूपांतर

वेळ : 3 तास]   [एकूण गुण : 70

सूचना :

(1) सर्व प्रश्न सोडविणे आवश्यक आहे.

(2) सर्व प्रश्नांस समान गुण आहेत.

प्र.1) ‘स्पर्धात्मकता’ या संज्ञेचा अर्थ स्पष्ट करा. औद्योगिक आस्थापनेची स्पर्धात्मक ताकद वाढविण्यासाठीची उपाययोजना सांगा.

किंवा

प्र.1) ‘उत्पादकता’ म्हणजे काय ते सांगून उत्पादकतावाढीसाठी कोणते प्रयत्न करावेत ते सोदाहरण स्पष्ट करा.

प्र.2) ‘मूल्यवर्धन’ म्हणजे काय ? मूल्यवर्धनासाठी कोणती तंत्रे अवलंबिली जातात ते स्पष्ट करा.

किंवा

प्र.2) सिक्स सिग्मा पद्धती म्हणजे काय ते सांगून सिक्स सिग्मा पद्धतीचे फायदे विशद करा.

प्र.3) ‘प्रकल्प नियोजन’ ही संकल्पना स्पष्ट करा. प्रकल्प नियोजन आणि नियंत्रणासाठी आवश्यक असणारी विविध तंत्रे स्पष्ट करा.

किंवा

प्र.3) ‘प्रक्रियेचे वेळापत्रक’ ही संकल्पना विशद करून तिचे महत्त्व स्पष्ट करा.

प्र.4) व्यवसाय कार्यरत राहण्यासाठी इतर व्यावसायिक संघटनांशी आदान-प्रदान कोणकोणत्या वेळी करण्याची गरज भासते ? असे आदान-प्रदान सुलभ कसे करता येईल ?

किंवा

प्र.4) 'मालसाठा' म्हणजे काय ? मालसाठा नियंत्रणाची विविध तंत्रे स्पष्ट करा.

प्र.5) टिपा लिहा : **(कोणत्याही चार)**

    (अ)   दैनंदिन निर्णय प्रकियेमध्ये संगणकीय प्रणालीचा वापर

    (ब)   सॅप (SAP)

    (क)   R-3 तंत्रे (R-3 Techniques)

    (ड)   सुविधा नियोजन आणि व्यवस्थापन

    (इ)   प्रक्रियेतील अचूकता

    (फ)   JIT तंत्र (JIT Techniques)

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Seat	
No.	

Total No. of Questions : 4]   **[Total No. of Printed Pages : 5**

[4170]-282

M.Com. (E-commerce) (Semester - II) Examination - 2012

OPERATIONS RESEARCH

Time : 3 Hours]   **[Max. Marks : 70**

Instruction :

     (1) All questions are compulsory.

     (2) Figures to the right indicate full marks.

     (3) Use of statistical tables and calculator is allowed.

     (4) Symbols have their usual meanings.

Q.1) Attempt **any three** of the following :   **[15]**

     (a) Discuss Simplex Method where it indicate existence of :

         (i)   Multiple Optimal Solution

         (ii)   Unbounded Solution

     (b) What do you mean by Unbalanced TP ? How will you balance a Transportation Problem ?

     (c) Solve the following Game. Also find value of the Game :

Player 'B'

Player 'A' $\begin{bmatrix} -2 & 2 \\ -1 & 3 \\ 1 & 2 \end{bmatrix}$

(d) Obtain dual for the following LPP :

Maximize $Z = X_1 - X_2 + 3X_3$

Subject to : $X_1 + X_2 + X_3 \leq 10$

$$2X_1 - X_2 - X_3 \leq 2$$

$$2X_1 - 2X_2 - 3X_3 \leq 6$$

$$X_1, X_2, X_3 \geq 0$$

(e) Obtain Initial Basic Feasible Solution using North - West Corner Method for following Transportation Problem :

Markets → Sources ↓	D_1	D_2	D_3	D_4	Supply
O_1	19	30	50	10	7
O_2	70	30	40	60	9
O_3	40	8	70	20	18
Demand	5	8	7	14	34

Also find the Corresponding Transportation Cost.

Q.2) Attempt **any three** of the following :   [15]

(a) Explain what do you mean by two person zero sum game ? How will you find saddle point if it exists ?

(b) Solve the following Assignment Problem :

	I	II	III	IV	V
A	11	17	8	16	20
B	9	7	12	6	15
C	13	16	15	12	16
D	21	24	17	28	26
E	14	10	12	11	13

(c) A newspaper boy has following probabilities of Selling a Newspaper :

No. of Copies sold	10	11	12	13	14
Probability	0.1	0.15	0.2	0.25	0.3

Cost of Copies is Rs. 3, Sale Price is Rs. 5. He cannot returned unsold copies. How much copies should he stock to maximize his expected profit ?

(d) Obtain Initial Basic Feasible Solution using Least Cost Method for following Transportation Problem. Also find Corresponding Transportation Cost :

Markets → Sources ↓	D_1	D_2	D_3	D_4	Supply
O_1	21	16	25	13	11
O_2	17	18	14	23	13
O_3	32	27	18	41	19
Demand	6	10	12	15	43

(e) In a TV Servicing Centre the average arrival rate of customer is 3 in every 30 minutes. The average service time is 4.5 minutes and it is exponentially distributed, find :

(i) Average Time that Customer is expected to spend in queue.

(ii) Probability that queue length will exceed 5.

Q.3) Attempt **any two** of the following : [20]

(a) Explain the terms :

(i) Traffic Intensity

(ii) Average Queue Length

(iii) Arrival Rate

(iv) Maximax Criterion

(v) Laplace Criterion

(b) From the following Pay Off Table (of Profit) determine optimal strategy using Maximax, Laplace, Hurwicz and Minimax Regret Criterion :

States → Strategies ↓	A_1	A_2	A_3	A_4
S_1	4	4	4	4
S_2	–2	8	8	8
S_3	–8	2	12	12
S_4	–14	–4	6	16

(Take $\alpha = 0.6$)

(c) Using Big M Method solve the following L.P.P. :

Minimize $Z = 4X_1 + X_2$

Subjected to Constraints :

$$3X_1 + X_2 = 4$$

$$4X_1 + 3X_2 \geq 6$$

$$X_1 + 2X_2 \leq 4$$

$X_1, X_2 \geq 0$

(d) Test whether the solution given in the following transportation matrix is optimal ? Find alternate optimal solution if exists. Also find Corresponding Transportation Cost :

	D_1		D_2		D_3		D_4	
O_1	1	20	2		1	10	4	
O_2	3		3	20	2	20	1	10
O_3	4		2	20	5		9	

Q.4) Attempt **any two** of the following : [20]

(a) (i) What is the difference between Slack, Surplus and Artificial Variable ?

    (ii) State Dominance Principle.

(b) The canteen contractor prepares a wada at an average cost of Rs. 5 and sells it at Rs. 8. The wada prepared in the morning and is sold during the same day. Unsold wada has to be thrown at the end of the day. According to past history the daily demand of the wada lies between 20 to 23. Prepare a Pay Off Table and Regret Table.

(c) Solve the following Transportation Problem to minimize the Cost :

	D_1	D_2	D_3	Capacity
O_1	2	7	4	5
O_2	3	3	1	8
O_3	5	4	7	7
O_4	1	6	2	14
Supply	7	9	18	34

(d) Using Simplex Method solve the following L.P.P. :

Maximize $Z = 7X_1 + 5X_2$

Subjected to Constraints :

$X_1 + 2X_2 \le 6$

$4X_1 + 3X_2 \le 12$

$X_1, X_1 \ge 0$

[4170]-283

M. Com. (E-commerce) (Semester - II) Examination - 2012
FINANCIAL AND INVESTMENT ANALYSIS

Time : 3 Hours]　　　　　　　　　　　　　　　　[Max. Marks : 70

Instructions :

　　(1)　All questions are compulsory.

　　(2)　Figures to the right indicate full marks.

Q.1) Explain in brief the following terms : **(Any Five)** 　　　　**[10]**

　　(a)　Commodity Asset

　　(b)　Primary Market

　　(c)　Speculation

　　(d)　BSE

　　(e)　Open Ended Mutual Fund

　　(f)　Moving Average

　　(g)　Derivative Trading

　　(h)　Market Indicators

Q.2) Solve **any two** :　　　　　　　　　　　　　　　　**[20]**

　　(a)　Explain the steps involved in Investment Decision Process. How does they help Investor in making good Investment Decision ?

　　(b)　What is Investors Protection ? What are the steps taken by SEBI towards Investors Protection ?

　　(c)　Explain importance of National Stock Exchange in Money Market. State major functions performed by NSE.

Q.3) Solve **any two** : [20]

    (a)   Explain in detail Industry Analysis.

    (b)   Describe various Charts used in Technical Analysis.

    (c)   Explain the difference between Fundamental and Technical Approach to Investment.

Q.4) Solve **any two** : [20]

    (a)   Explain at length various phases of Portfolio Management.

    (b)   Explain various methods of Portfolio Performance Evaluation.

    (c)   Explain in length importance of Secondary Capital Market in Indian Economy.

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[4170]-284

M. Com. (E-commerce) (Semester - II) Examination - 2012
HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    *(1) Attempt **all** the questions.*

    (2) Figures to the right indicate full marks.

Q.1) Explain in brief the following terms : **(Any Five)**   [10]

    (a) Human Resource as an Asset

    (b) Social Environment

    (c) Job Description

    (d) HR Audit

    (e) HR Planning

    (f) Recruitment

    (g) Knowledge Management

Q.2) Solve **any two** from the following :   [20]

    (a) Explain advantages of Human Resource Planning.

    (b) Explain role of HRM in an Organisation.

    (c) Explain need to consider environmental factors in HRM.

Q.3) Solve **any two** from the following : [20]

(a) Describe Concept of 'Organisation Structure' with the help of hypothetical example.

(b) Explain various barriers in the Process of Planning the Human Resources.

(c) What do you mean by the term 'Human Resource Re-engineering' ? Discuss the Utility of Human Resource Re-engineering with reference to any IT Sector Company.

Q.4) Solve **any two** from the following : [20]

(a) Draw the organisation chart of any Global IT Organisation and explain in brief the Flow of Authority as depicted through the chart.

(b) "In view of the highly sophisticated IT enabled service companies retaining talent is really a challenge before the HR Department." Discuss the pros and cons of the statement and highlight various tools and techniques employed for retaining talent.

(c) "Employees can be easily recruited, but cannot be placed unless properly trained." Comment on the statement and explain the essence of Training and Development as HR Tool.

Total No. of Questions : 4]　　　　　　　　[Total No. of Printed Pages : 2

[4170]-285

M. Com. (E-commerce) (Semester - II) Examination - 2012
KNOWLEDGE MANAGEMENT

Time : 3 Hours]　　　　　　　　　　　　　　[Max. Marks : 70

Instructions :

　　　(1)　All questions are compulsory.

　　　(2)　Figures to the right indicate full marks.

　　　(3)　Give illustrations whereever necessary.

Q.1) Explain in brief **any five** of the following terms :　　　**[10]**

　　(a)　Information

　　(b)　Knowledge Requirements

　　(c)　Knowledge Capture

　　(d)　Data

　　(e)　Knowledge Organisation

　　(f)　Knowledge Transfer

　　(g)　Knowledge Planning

Q.2) Answer **any two** of the following :　　　**[20]**

　　(a)　State need for Knowledge Management. Explain briefly Knowledge Management Activities.

　　(b)　What is Knowledge Management ? Explain briefly objectives of Knowledge Management.

　　(c)　Describe Knowledge Management System Cycle.

Q.3) Answer **any two** of the following : [20]

(a) What is the Internet ? State and explain services provided by the Internet.

(b) Explain the following important concepts that are closely related to Knowledge Management :

   (i) Knowledge System

   (ii) Competitive Intelligence

(c) Discuss Recruitment, Retention and Succession Planning in a Knowledge Environment.

Q.4) Answer **any two** of the following : [20]

(a) What do you understand by Knowledge Driven Economy ?

(b) Explain Knowledge Audit Process.

(c) Discuss impact of Knowledge Management on the role of Managers.

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[4170]-286

M. Com. (E-commerce) (Semester - II) Examination - 2012
INTERNATIONAL BUSINESS
(Theory)

Time : 3 Hours]　　　　　　　　　　　　　　[Max. Marks : 80

Instructions :

    (1)　All questions are compulsory.

    (2)　All questions carry equal marks.

Q.1) Why in International Business a crucial venture ? State the different approaches to International Business.

<div align="center">

OR

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Q.1) Explain stages of International Trade and what are the advantages of International Trade ?

Q.2) Explain the role, objective and functions of World Bank.

<div align="center">

OR

</div>

Q.2) What is Exchange Rate ? Explain various determinants of Exchange Rate.

Q.3) Explain the structure, evolution and functions of European Union (EU).

<div align="center">

OR

</div>

Q.3) Explain the structure, evolution and functions of World Trade Organisation (WTO).

Q.4) Explain role of Special Economic Zones (SEZs) in International Business.

<div align="center">

OR

</div>

Q.4) What is the role and importance of Multi-national Corporation in International Business ?

Q.5) Write short notes : **(Any Two)**

    (a)   Functions of North Atlantic Free Trade Agreement (NAFTA)

    (b)   Advantages and Disadvantages of Multi-national Enterprises

    (c)   Theory of Heckscher - Ohlin Theory

    (d)   Composition and Direction of India's Foreign Trade since 1991

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[4170]-481

M. Com. (E-commerce) (Semester - IV) Examination - 2012
CASE STUDIES IN E-COMMERCE AND M-COMMERCE

Time : 3 Hours]   [Max. Marks : 70

Instruction :

      *(1) Question No. **1** is compuslory.*

      *(2) Solve **any three** from Q. Nos. **2** to **6**.*

      (3) Figures to the right indicate full marks.

Q.1) Explain briefly the following terms :   **[10]**

    (a)   Download Services

    (b)   Search Engine

    (c)   Mobile Advertising

    (d)   Fraud on Net

    (e)   On-line Share Trading

Q.2) At the end of 1996 Fujitsu was using a new agent based technology called Interactive Marking Interface (iMi) that allows advertisers to interact directly with targeted customers and provides valuable services and information. The system enhances the Customer's Internet Experience.

iMi allows advertisers to interact directly with specific segments of the customer market through the use of software agents, while ensuring that consumers remains anonymous to advertises. Consumers submit a personal profile to iMi, indicating such characteristics as product categories of interest, hobbies, travel habits and the maximum number of E-mail messages per week they are willing to receive. In turn, via

E-mail, customers receive product announcements advertisements and marketing surveys from advertisers based on their personal profile information. By answering the marketing surveys or acknowledging receipt of advertisements, consumers earned iMi points, redeemable for gift certificates and phone cards.

(a) State the significance of the case. What is unique about this system ? **[10]**

(b) How is privacy protected ? **[10]**

Q.3) An Electronic Fish Market Re-engineers Fishing Industry. Mr. Bob owner of small fishing company combined fishing and html creating one of the most interesting electronic enterprise. In an attempt to fight stiff competition from rivals, Mr. Bob whose company was on verge of bankruptcy, tried to find niche markets. In exploring market for sea-snails, he realize that he lacked knowledge, while searching for knowledge he was introduced to web as solution for this problem. In appreciation of power of Internet he taught himself html and launched a website called Fishmart. (www.fishmart.com)

This sites provides considerable information for fishermen. For example it help sellers, identify buyers with troubled credit history. List sources of loans for commercial fishermen, provides link to all related government agencies, provides weather reports and reports fish prices in all major markets - All for Free. The site makes money from classified ads for fishing related products and services including help - wanted ads. The second source of income is companies public market which rents space on website to sea food retailers who offer their products there. In 1997 actual trading was competed via telephone, so site was basically used for advertisement. This situation changed in 1998 and now customers can order and pay electronically, another feature is Auction Market that available on website. The Auction Market can profoundly changed the sea-food industry operates. Here, is how auction worked :

Seller of any fish product can place their product up for bid on Fishmart for any of Marketing Channels. Fishmart inspect the quality to ensure compliance.

Buyers open trading accounts with Fishmart. Any approved buyer can bid on price and quantity via E-mail.

Once bid is accepted payments are arranged and shipments are executed.

Payments can be made via special accounts maintained by special financial service company.

Buyer deposit funds in an interest paying account and using a password, can authorize electronic transfer of funds to seller.

In past seller use 100's of sales people to call on potential buyers. Commissions supplemented many of sales people salary. Now sellers use website and pay a commission only when sale is made. Bob's company's, Innovative Internet Marketing System is both B2C and B2B oriented.

(a) How can the Internet help the Fishing Companies compete in the International Market ? **[10]**

(b) What are the benefits of Auction Market to the Sellers and Buyer ? **[10]**

Q.4) XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozens distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers.

The market is very competitive and complex. The distributors sell other product as well, and also T-shirts made by XYZ's competitors. Therefore the relationship between active wear and its distributors are critical. To boost these relationships, XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers credit availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incurs a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.

(a) State the significance of this case study.   **[10]**

(b) Is the E-commerce System bringing XYZ closer to its customer ? Why and why not ?   **[10]**

Q.5) National Data Center (NDC) has been providing Computer Communication support to State Government from 1997. It has computerized various department of the State Government.

In addition it has also developed Software and Communication Network for Collector and Tehsil level offices including collection of off-line information form districts and complied the information at State level as per the requirments. It also helps in dissemination of information of Government of India by E-mail or delimited Data Files.

Application developed by NDC are used extensively at the State level for various purpose such as monitoring of 20 point programme, monitory stock and supplies at various District and Tehsil level, monitory flow a food grains for Public Distribution System, accounting of CM Relief Fund etc.

In 2005, the State component of Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGA) project was taken up to collect data of monthly attendance and payment made to weekly labours at various MNREGA works in 33 districts. The non-availability of uninterrupted connectivity constrained the MNREGA application to be designed as Client Server Software the District level and web-based at the State level. At the District level, once data entry is done files containing data in XML tags in prepared and sent to the State Severs as E-mail attachments. A demon programme written in JAVA was used at the State Server to extract data form E-mails and dynamically insert them in respective tables of database at the State NDC Server. The data from the database is then presented at State Headquarters on LAN by Web Application.

E-governance involves providing access to flow of information for Government-to-Citizen and Citizen-to-Government Interfaces. Although, some E-governance Schemes and Systems have been designed and implemented at different level, it has been observed that most concerned people are not using them effectively and efficiently. Citizen find difficult to receive fair and balance services in a timely manner.

(a) State the significance of the case. **[10]**

(b) Suggest the ways to improve the efficiency and effectiveness of services to Citizen. **[10]**

Q.6) Virtual Vineyard is an example of successful small independent retail store on the Internet. It sold $10000000 of wine in its first year of existence.

Virtual Vineyards sell wine from over 60 small independent Vineyards whose products are rejected by many super market and liquor stores that prefer to carry well know brand name. A site offers a catalog over 500 wines and related products. Created by expert on wine and computer technology, site is well organized, user friendly informative, educational and entertaining. Users navigate quickly and find what they want the site provide serendipitous experience, introducing buyers to exotic foods such as Belgium Chocolate. Virtual Vineyards also host a chat room where wine lovers can exchange experiences. The site provides answers to FAQ's as well as support for special quires. The owner provides a usual level of free on-line expertise. Entertainment is provided occasionally. This popular site is visited by thousands of visitors daily. Sales are increased about 20% each month.

(a) State the significance of the case. **[10]**

(b) Try to find out why a Virtual Vineyard is so successful. **[10]**

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[4170]-482

M. Com. (E-commerce) (Semester - IV) Examination - 2012
INTERNET AND WEB DESIGNING

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    (1)   All questions are compulsory.

    (2)   Figures to the right indicate full marks.

Q.1) Explain the following term : **(Any Five)**   **[10]**

    (a)   HTML

    (b)   WWW

    (c)   Style Sheet

    (d)   Image Mapping

    (e)   Web Client

    (f)   <form> tag

Q.2) Solve **any two** :   **[20]**

    (a)   What are Frames ? Explain Frames with example. What are advantages using Frames ?

    (b)   Explain in detail the following :

        (i)   Predefined Functions in VBScript

        (ii) Control Structures in VBScript

    (c)   Write VBScript Code to Check and Print the given number is Positive or Negative.

Q.3) Solve **any two** :   **[20]**

    (a)   Explain Physical and Logical HTML.

    (b)   What is ASP ? How to use ASP ?

    (c)   Write HTML Code for the following :

<div align="center">

Marksheet

Name	Marks		
	HTML	**VBScript**	**ASP**
Mohit	65	56	45
Mahesh	60	75	53
Mandar	80	65	70

</div>

Q.4) Solve **any two** :   **[20]**

    (a)   Write a note on Global · as a file.

    (b)   How does ASP Pages differs from VBScript ?

    (c)   Explain Arrays in VBScript.

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Seat No.

Total No. of Questions : 5]   [Total No. of Printed Pages : 2

[4170]-483

M. Com. (E-commerce) (Semester - IV) Examination - 2012
ACCOUNTING INFORMATION SYSTEM

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    (1)   All questions are compulsory.

    (2)   All questions carry equal marks.

Q.1) Explain the term 'Accounting Information'. What role Accounting Information plays in Financial Decision-making ? What are the salient features of Accounting System ?

OR

Q.1) Explain the term 'Responsibility Accounting'. What are the applications of Responsibility Accounting in Financial Control ?

Q.2) (A)   What are the qualities of effective Accounting System ?

      (B)   Write a note on Object Oriented Development (OOD).

OR

Q.2) Draw a System Flow Chart of the Billing Operations commencing with Computer preparation of the Meter Reading Forms and ending with bills to be sent to the Customers.

Q.3) What do you mean by the term 'Hardware' ? Explain various Input Devices that can be used for Data Processing.

OR

Q.3) Explain the term 'Software'. Explain the Levels of Computer Language that are often used in the Business.

Q.4) Explain the term 'Accounting Transactions Cycle'. What are it salient features ?

OR

Q.4) Write notes :

(a) Cost Accounting Transactions and Reports

(b) Auditors Involvement in System Design

Q.5) What are the Guidelines of ICAI and SEBI in respect of Accounting of Dotcom Companies ?

OR

Q.5) Write notes : **(Any Two)**

(a) Cautions for Security of Data

(b) Norms for Risk Assessment

(c) Concept of Expenditure Cycle

(d) Importance of Database Management

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[4170]-484

M. Com. (E-commerce) (Semester - IV) Examination - 2012
E-MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours]   [Max. Marks : 70

Instructions :

     (1)   All questions are compulsory.

     (2)   All questions carry equal marks.

Q.1) Define the term 'E-marketing'. Distinguish between E-marketing and E-business.

OR

Q.1) State benefits and limitations of Internet form Business Point of View. What are the reasons of Growth of Business through Internet ?

Q.2) Explain benefits of having a Website for E-commerce. What are steps involved in Planning a Website ?

OR

Q.2) What are the key considerations to be taken into account while evaluating a Website ? State the guidelines for effective Web Content Management.

Q.3) What are the phases that make up the E-cycle of Internet Marketing ?

OR

Q.3) What is B2B E-commerce ? In what way B2B is considered as 'Collaborative Commerce' ?

Q.4) Describe factors affecting Customer Relationship Management. What are the various Guidelines for effective CRM ?

OR

Q.4) Explain Concept of Customer Relationship Management. Why it is essential in Indian context ?

Q.5) What are the opportunities provided by www to Business ? State limitations of Website Marketing.

OR

Q.5) Define M-commerce. Explain critical factors responsible for success of M-commerce.

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M. Com. (E-commerce) (Semester - IV) Examination - 2012
NETWORK INFRASTRUCTURE AND E-PAYMENTS

Time : 3 Hours]   [Max. Marks : 70

Instructions :

(1)   All questions are compulsory.

(2)   Figures to the right indicate full marks.

Q.1) Explain in brief the functions of the Seven Layers of the ISO/OSI Model.   **[14]**

OR

Q.1) What are the requirement metrices of Electronic Payment System ? Explain any two Payment System in detail.   **[14]**

Q.2) Explain Working of Routers and Repeaters.   **[14]**

OR

Q.2) Explain Concept of Internet Banking and Mobile Banking.   **[14]**

Q.3) Discuss the use of any three Electro-magnetic Cards in detail.   **[14]**

OR

Q.3) Explain the FTP Structure in detail. Also list the names and use of FTP Commands.   **[14]**

Q.4) Explain Address Resolution Protocols and Reverse Address Resolution Protocols.   **[14]**

OR

Q.4) Discuss Concept of Intranet, Extranet and Internet.   **[14]**

Q.5) What is the IP Address ? Explain different classes of IP Address. **[14]**

OR

Q.5) Explain Secure Sockets Layer and Secure Electronic Transactions. **[14]**

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M. Com. (E-commerce) (Semester - IV) Examination - 2012
BUSINESS RESEARCH AND ANALYTICS

Time : 3 Hours]   [Max. Marks : 70

Instructions :

    *(1)   Question No. **1** is compulsory.*

    (2)   Figures to the right indicate full marks.

Q.1) Explain in brief the following terms :   **[10]**

    (a)   Business Analytics

    (b)   PERT

    (c)   Simulation

    (d)   Hypothesis

    (e)   Research Proposal

Q.2) Answer the following : **(Any Two)**   **[20]**

    (a)   Discuss advantages and limitations of Queuing Theory.

    (b)   Give meaning and importance of Research.

    (c)   Explain in brief various stages involved in Research Process.

Q.3) Solve the following : **(Any Two)**   **[20]**

    (a)   What is meant by Simulation Analysis ? State practical applications and advantages of Simulation Analysis.

    (b)   State and explain Characteristics of Research.

    (c)   Explain in brief various steps involved in Research Design.

Q.4) Answer the following : **(Any Two)** [20]

   (a)   What do you mean by Interview Technique ? Explain various types of Interview ?

   (b)   Explain advantages and limitations of Questionnaire.

   (c)   Discuss structure and layout Research Reports.

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