

**COMMONWEALTH EXECUTIVE  
MBA/MPA PROGRAMME**

**Term-End Examination**

**December, 2007**

**E-1 : ELECTRONIC COMMERCE**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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**Note :** Answer any **three** questions from Section A. Each question in Section A carries 20 marks. Section B carries 40 marks and is **compulsory**.

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**SECTION A**

1. Discuss how e-commerce operations might be extended to the customers and suppliers of a firm whose retail operation is based on catalog sales. What are the possibilities and limitations of the business model, and what might be its significance ? 20
  
2. Discuss how e-commerce activities change the responsibilities of user managers (like the procurement manager) and the relationships between IT managers, application owners, and users. 20
  
3. Define the term re-engineering, outsourcing, and e-business. What are the differences between today's B2B e-business and earlier EDI operation ? 20

4. Write short notes on any **four** of the following : 4×5
- (a) Hyper Text Transfer Protocol (HTTP)
  - (b) Java Database connectivity
  - (c) Digital Signature
  - (d) Firewalls
  - (e) Proxy Servers
  - (f) Secure Socket Layers
5. Briefly comment on any **four** of the following : 4×5
- (a) E-commerce companies are usually called dotcoms.
  - (b) The business of e-commerce relies heavily on IP : Innovations and People or Investment and Partnership.
  - (c) Web server is responsible for interacting with the web client.
  - (d) Internet is based on a layered model called Transmission Control Protocol/Internet Protocol (TCP/IP).
  - (e) Encryption is for ensuring data confidentiality.
  - (f) XML is basically designed to represent the logical structure of documents.

**SECTION B**

6. Develop an e-commerce plan.

Assume you are the manager of your university's IT department. Your group maintains student records and the computerised registration system. Develop an outline of a stand-alone strategy to enable prospective and current students in any country to access the system for registration purposes from their houses. How would your strategy need to be modified to include foreign students? If your school currently has such a system, how would your strategy improve on it?

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