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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022**

SEM: VIII

551/552 MG 82 ECOMMERCE

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Explain any 4 different applications of E-Commerce. **(4 Marks)**
 - b) E-commerce uses a standardized system for document processing. Describe the system used. State the documents that are processed. **(4 Marks)**
 - c) ZESCO is a leading company that generates electricity and sells the commodity to different companies and institutions like ZAMTEL, DMI, etc. ZAMTEL uses the electricity for running its business. With respect to E-commerce, Explain the model stated above. **(12 Marks)**
2. a) Describe the strategy that companies employ to increase efficiency and decrease waste by receiving goods only as they are needed in the production process. Explain how it works and state the goals. **(10 Marks)**
 - b) Illustrate E-procurement process with the help of a diagram. State five benefits. **(10 Marks)**
3. a) Discuss any five (5) considerations you would make in an intranet deployment. **(5 Marks)**
 - b) Discuss the five (5) basic components of an intranet. **(5 Marks)**
 - c) Discuss the primary difference between an Extranet and an intranet. **(5 Marks)**
 - d) Explain how an extranet works. **(5 Marks)**
4. a) What is an Internet protocol? **(2 Marks)**
 - b) Give any two types of internet protocols and briefly explain how they are used. **(4 Marks)**
 - c) State five (5) benefits of client-server computing. **(4 Marks)**
 - d) Discuss any five (5) internet security threats. **(10 Marks)**
5. a) Define the term “Mobile Commerce”. **(5 Marks)**
 - b) Briefly explain how Mobile marketing works or can be conducted. **(5 Marks)**
 - c) State any four (4) features of a successful Mobile commerce application. **(5 Marks)**
 - d) Discuss any security measures that can be implemented from both the company side and user side in mobile commerce. **(5 Marks)**

6. a) Elaborate on the basic B2B transaction types. **(10 Marks)**
b) Describe E-Market place based on buy side. **(10 Marks)**
7. a) Elaborate on a value system for automobile assembly with the help of a diagram.
(4 Marks)
b) Illustrate Michael Porter's set of generic strategies that could be applied to all products or services. **(6 Marks)**
c) Discuss porter's five forces model. **(10 Marks)**