

Mcom (E-com) - 2
Sem-3
DBMS

Nov. 2013

OR

Q.P. Code :19366

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

Q.1 Explain E-R model with Entity Relationship Diagram example. (15)

OR

Q.1 a) What is recovery system? What are the different algorithms to recover data in DBMS? (08)

b) Write a short note on Network Model. (07)

Q.2 Explain the concept of Data mining and its phases with the help of diagram. (15)

OR

Q.2 a) Explain how to create and use a database. (08)

b) Explain Any Two type of PHP Arrays. (07)

Q.3 Explain PHP Session with Real-world Authentication example. (15)

OR

Q.3 a) Write a short note on PHP Syntax. (08)

b) What are the different data types in MySQL? Explain each with an example. (07)

Q.4 a) What is Normalization? Explain the different normal forms with an example. (10)

b) Web Application Security Issues. (05)

OR

Q.4 Write short notes on the following Topics: (15)

a) Web 2.0.

b) Distributed Database.

c) Relational Database.

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Number to the right indicate marks.

Q.1 A) Explain PINA factors.

Q.1 B) What is unauthorized intrusion?

(08)

(07)

OR

Q.1 P) Explain the information security principles

Q.1 Q) How to prevent unauthorised intrusion?

(08)

(07)

Q.2 A) What is HTTPS and its advantages?

Q.2 B) Explain firewall and types of firewall.

(08)

(07)

OR

Q.2 P) Explain the concept of digital signature and digital certificates.

Q.2 Q) How to protect your computer against virus and worm attacks?

(08)

(07)

Q.3 A) How EBPP systems work?

Q.3 B) Explain card processing (or credit card processing)?

(08)

(07)

OR

Q.3 P) Explain payment gateway and what are the various online payment options?

Q.3 Q) Why Indian consumers don't use Credit card extensively?

(08)

(07)

Q.4 Write Short notes (Any three, 5 Marks each)

A) CHIPS

B) Electronic fund transfer

C) SWIFT

D) CHAPS

E) ACH Payment

(15)

M.Com (E-Com) - 2

Sem - 3

Service marketing & CRM.

Q.P. Code :02486

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. Answer all questions.
 2. Number to the right indicate marks.

- Q.1. A) What are the basic characteristics of service compared to goods? (08)
B) How does service marketing deal with such characteristics? (07)

OR

- P) What is relationship marketing? How does it impact service sector? (08)
Q) Explain service mix applied in educational service. (07)

- Q.2. A) What is CRM? Explain CRM from business strategy perspective of a company. (08)
B) What are the common reasons for CRM failure in the organization? (07)

OR

- P) What is Gap Analysis? Explain with examples. (08)
Q) Explain in detail service development process. (07)

- Q.3. A) Why are desired service expectation more stable than adequate service expectation? (08)
B) Discuss the role of IT in CRM implementation. (07)

OR

- P) What are various customer retention technique used in service organization? (08)
Q) Write a note on data warehousing. (07)

- Q.4. Write short notes on any three (15)
- i) GATS
 - ii) Service marketing triangle
 - iii) Communication Gap
 - iv) International Marketing of service.

NOV 2017

C0623 / C0290 BUSINESS MODELS FOR E COMMERCE.

M.Com (E-Com) - 2

Sem - 3

Q.P. Code :19653

Business Models for E-commerce

[Time: 2 Hours]

[Marks:60]

Please check whether you have got the right question paper.

- Q.1 (a) Explain the difference between brick and mortar v/s brick and click model? (08)
(b) What are the different types of Ecommerce? (07)

OR

- Q.1 (c) Explain brick and Click model in detail with examples? (08)
(d) What are the benefits of online job market to employers and employee? (07)

- Q.2 (a) Explain E- Choupal in detail with examples? (08)
(b) Explain E-Auction? (07)

OR

- Q.2 (c) What is hybrid business model explain with examples? (08)
(d) List down innovative promotion ideas used to attract visitors to your website? (07)

- Q.3 Short Notes (Any 3) (15)

- a] Amazon
- b] E-Banking
- c] Benefits of online trading
- d] E-newspaper
- e] E-payments

- Q.4 (a) Give the complete and brief summary of online services provided by HDFC bank? (08)
(b) Explain the types of click to click revenue model? (07)

OR

- Q.4 (c) What are the advantages and disadvantages of business model? (08)
(d) What are the challenges of growing a business and how to meet them? (07)
