

Seat No. : _____

AJ-127

April-2023

M.Sc. (CA&IT), Sem.-VI

E-Commerce and E-Governance

Time : 2:30 Hours]

[Max. Marks : 70

1. Attempt any **TWO** of the following : **14**
 - (A) Define E-commerce. Explain advantages of E-commerce.
 - (B) Explain categories of E-commerce.
 - (C) Explain transaction cost. Why it is important ?
2. Attempt any **TWO** of the following : **14**
 - (A) Explain concept of industry value chain with the example of bamboo mission launched by government of India.
 - (B) Differentiate E-commerce and E-governance.
 - (C) Differentiate Horizontal integration and Vertical integration in supply chain management.
3. Attempt any **TWO** of the following : **14**
 - (A) Prepare a multidimensional data chunk for citizens of India. Write five reports using this data chunk.
 - (B) Explain process of a payment through the credit card.
 - (C) Explain typical purchase process in paper-based purchasing.
4. Attempt any **TWO** of the following : **14**
 - (A) Explain customer-based marketing strategies considering example of Maggie.
 - (B) Explain catalog. How has technology replaced traditional catalog system ?
 - (C) Define below terms :
 - (1) Cookies
 - (2) Viruses and Worms
 - (3) Digital Certificates
 - (4) Merchant Account
 - (5) Payment Gateway
 - (6) Government
5. Attempt any **TWO** of the following : **14**
 - (A) Explain need of revenue model. Explain ANY two models of revenue.
 - (B) Explain four p's of marketing.
 - (C) Explain issues and challenges faced in planning and implementation of E- Governance.