

This question paper contains 1 printed pages

Your Roll No ..

6262

M. Sc. Computer Science / II Sem.

MCS – 205 – eCommerce

(Admissions of 2009 and onwards)

Time 2 hours

J
Maximum Marks 50

(Write your Roll No on the top immediately on receipt of this question paper)

Answer **all** questions

Q.1. Write short notes on any three of the following:

- a) Mapper and Translator
- b) Inter-Organisational System
- c) EDI and Financial EDI
- d) B2C eCommerce

(3*5=15)

Q.2 How the five forces model and value chain analysis complement to facilitate understanding of industry structure and the nature of competition in the market?

(10)

Q.3 In what way developments in IT and eCommerce in the last four and a half decades have impacted the industry structure and operations of markets electronically? Illustrate your answer.

(10)

Q.4 " The web provides a new channel for content distribution, overcoming the shortcomings of all other media, and therefore, opening up new vistas for entertainment, education and business productivity." Explain.

(10)

Q.5. Critically evaluate future of electronic markets

(5)