MANIPAL UNIVERSITY
SCHOOL OF INFORMATION SCIENCES

SECOND SEMESTER M.Sc. INFORMATION SCIENCE
DEGREE EXAMINATION – ARPIL / MAY 2016

SUBJECT: MIS 510.3 (ELECTIVE 1) – FUNDAMENTALS OF E-COMMERCE

4/5/2016

Time: 10.00 – 13.00 Hrs.   Max. Marks: 100

1. Explain seven unique features of e-commerce technology.

(10 marks)

2. Explain the benefits of e-commerce to Organizations.

(10 marks)

3. Explain briefly the four general categories of ISP.

(10 marks)

4. Write short notes on Smart Cards & Electronic Payment Systems.

(10 marks)

5. What are the three broad categories of EFT.

(10 marks)

6. Explain the EDI layered architecture.

(10 marks)

7. Explain some guidelines for internet advertising.

(10 marks)

8. Write short notes on URL and DNS.

(10 marks)

9. Write short notes on digital signatures.

(10 marks)

10. How is an E-commerce marketing plan developed and employed?

(10 marks)

******