

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.: 1

Course:	MBA	Class:	MBA I	Semester:	II
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Subject:	E-COMMERCE APPLICATION Course : MBA/MBA-HR/E-MBA
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- A) What is E-commerce? Explain functions of E-commerce? Explain scope and limitation of E-commerce?
- B) Explain the business model of E-commerce in detail?

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- A) What is EDI? Explain advantages and limitation of EDI?
- B) What is E-marketing? What is the importance of E-advertising? Explain various means of advertising?
- C) What are the mechanisms of electronic Payment system? Discuss the card based payment system in detail .How security is ensured in electronic payment system?
- D) What is cryptography? Explain type of cryptography?

Q.3) Write Short Notes on (ANY TWO)

- A) Smart card.
- B) Firewall. (08)
- C) SSL.
- D) Digital signature.

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