Roll No										

PRESIDENCY UNIVERSITY

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Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester End Term Examination, May / June 2026		
Date: 14/05/2026		**Time: 01.00 PM - 04.00 PM**
Course Code: MBA3144	**Course Name: E-Commerce**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3
Marks	52	44	44

Part A: Answer Following Questions. 30 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
1	Explain the concept of E-Commerce and its scope in modern business.	3	CO1	BT2
2	Describe the role of Information Technology in the development of E-Commerce.	3	CO1	BT2
3	Explain the components of the architectural framework of E-Commerce.	3	CO1	BT2
4	Summarize the concept of SMAC and its role in E-Business infrastructure.	3	CO1	BT2
5	Apply the concept of e-retailing models to suggest the most suitable model for a startup selling handmade products online.	3	CO2	BT3
6	A traditional retail store wants to shift online. Apply key success factors of e-retailing to ensure its success.	3	CO2	BT3
7	Apply e-business concepts to identify and illustrate the digital capabilities that can be used to enhance supply chain management in a company.	3	CO2	BT3
8	An online business is selecting a payment method for small and large transactions. Apply different electronic payment options appropriately.	3	CO3	BT3
9	Apply your understanding of encryption and firewall technologies to illustrate how they can be used to secure online transactions and protect a company’s e-commerce platform.	3	CO3	BT3
10	Apply Electronic Fund Transfer (EFT) in an organization to streamline payment processes.	3	CO3	BT3

PTO (Please Turn Over)

Part B: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
11	Explain the concept of E-Commerce and discuss its scope along with the role of electronic markets and Internet commerce.	10	CO1	BT2
12	Describe the architectural framework of E-Commerce, including the components of web-based E-Commerce architecture.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13	A company has adopted digital communication tools like emails, chat platforms, and online customer support systems to interact with customers and suppliers. Explain the impact of electronic communication on traditional business processes in this scenario.	10	CO1	BT2
14	An entrepreneur is planning to start an online business and is studying various factors like market conditions, technology, competitors, and customer needs. Explain the importance of business models and SMAC technologies in building a successful e-business.	10	CO1	BT2

Part D: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15	Apply your understanding of e-retailing concepts to illustrate the key success factors—such as user experience, logistics, and pricing—that will enable a local clothing store to successfully transition from offline to online operations.	10	CO2	BT3
16	Apply your understanding of e-service categories to identify and illustrate the most suitable type (such as matchmaking services or web-enabled services) for a startup platform that connects users with freelance professionals, and show how it can be used to effectively implement the business model.	10	CO2	BT3

Part E: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17	Use your knowledge of electronic payment systems to demonstrate how different payment methods can be selected and applied to support both small-value and high-value transactions across diverse regions for a startup’s online platform.	10	CO3	BT3
18	Apply appropriate network security measures and ethical principles to show how an online business can respond to malware threats and improve its handling of customer data and consent practices.	10	CO3	BT3

Part F: Answer Following Questions. 30 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
19	A manufacturing firm dealing in industrial equipment wants to expand its operations digitally by entering the B2B e-commerce space. The company aims to improve supply chain efficiency and reach new business customers globally. However, it lacks a clear digital strategy and internal capabilities. **Questions** (a) Apply the steps in strategy making for e-commerce to outline how the firm should develop its e-business strategy. (8M) (b) Using strategy definition components, Examine two capabilities (e.g., supply chain management or knowledge management) the firm should focus on to ensure successful implementation. (7M)	15	CO2	BT3
20	An online retail platform has recently experienced a cyberattack where customer payment data was compromised. The incident has reduced customer trust and raised concerns about ethical handling of user data. The company now wants to strengthen its security infrastructure and address ethical issues. **Questions** (a) Apply the concept of network security tools to suggest two security mechanisms the company should implement to prevent such attacks. (8M) (b) Using the ethical, social, and political issues framework, Prepare two ethical practices the company should adopt to rebuild customer trust. (7M)	15	CO3	BT3