Max Marks: 80   Max Time: 120 Mins   Weightage: 20 %   **Set A**

MID TERM EXAMINATION

III Semester 2016-2017   Course: **MBA A 203: E Commerce**   03 October 2016

Instructions:
  i.   Write legibly
  ii. Scientific and non-programmable calculators are permitted

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Part A
(10 Q x 2M = 20 Marks)

Define the following:
1. Value Chain
2. Value Proposition
3. Sales Funnel
4. Net banking
5. Issuing Bank
6. Authorizing Bank
7. B2B
8. SSL
9. B2C
10. SEO

Part B
(6 Q x 5 M = 30 Marks)

Explain the following concepts:

1. What is the difference between credit card, debit card and charge card

2. Using a diagram, explain what is a business model

3. Using a diagram, explain what is a sales funnel

4. Using a diagram, explain Customer lifecycle

5. Using a diagram, explain the product selection process by a customer in an Ecommerce transaction

6. Using a diagram, explain the role of banks and merchant processors changed in Ecommerce transactions.

Part C
(2 Q x 15 M = 30 Marks)

Explain the following concepts:

1. Describe the business model for any company of your choice. Explain how using E-commerce will benefit this business

2. Explain the participants and their interaction in a payment transaction