



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)  
END TERM EXAMINATION (TERM -IV )**

Subject Name Internet Technologies and E-Commerce  
Sub. Code PGIT 04

Time: **02.30 hrs**  
Max Marks: **60**

**Note:**

**1. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2.5×08 = 20 Marks**

Q. 1 (A): Discuss the importance of Intranet for business communication.

Q. 1 (B): What is the Client Server Architecture in networking domain? How it enables data communication?

Q. 1 (C): What is SMTP and how it is important for data communication?

Q. 1 (D): How is Wi-Fi different than Bluetooth? Discuss with example.

Q. 1 (E): Discuss the importance of Open Mobile Wallet for digital payments with example.

Q. 1 (F): Define the importance of CPC for Internet Advertisements Payment.

Q. 1 (G): Discuss the role of Mobile Money for e-commerce transactions.

Q. 1 (H): Explain the role of E-Commerce for conducting the B-2-G transactions in any company / sector of your choice.

**SECTION - B**

Attempt any five out of six questions

**04×05 = 20 Marks**

Q. 2: “5G Technology will transform the way businesses are done”. Which business sectors will be most affected with the launch of 5G services in India and how?

Q. 3: What are the opportunities in E-Auction and E-Trading for the modern businesses? Discuss with example.

Q. 4: What is the role of IoT in the Smart Cities? Discuss important Internet and Networking systems involved in implementation of Smart Cities projects.

Q. 5: Discuss the change in strategy for E-Commerce in comparison to Traditional businesses.

Q. 6: Explain the role of HTML Tags for On-page optimization of the content with suitable examples.

Q. 7: Discuss the process of Credit Card payment settlement in the E-Commerce environment.

**SECTION - C**

Read the case and answer the questions

**10×02 = 20 Marks**

Q. 8: Case Study:

**Celanese Chemicals and Others: Wireless Business Applications**

Chemicals. Like most executives in the chemicals industry, the upper echelons of Celanese Chemicals Ltd. ([www.celanesechemicals.com](http://www.celanesechemicals.com)), are fairly conservative, says Bill Schmitt, the director of e-business at Celanese. “Anything that looks or smells like bleeding-edge technology makes us pretty nervous,” he says. But the \$3 billion chemicals company was comfortable enough with hand-held devices and wireless LANs to adopt the technology primarily as a productivity tool for their salespeople in the field. Now the Dallas based company is looking at wireless technology to speed maintenance at its chemical plants.

“When you run continuous production units, time is money,” Schmitt says, “When a pump goes down, for example, maintenance workers travel through football-field-size plants by foot or bicycle to inspect the problem and then travel back to the control room and storage room to arrange for repairs—which could take up to an hour, he says. Soon, however, employees will use Hewlett-Packard Pocket PCs to report problems and arrange for repair equipment to be brought to the site.

Finance and Investments. Soon after launching its first wireless offering in 1998, Fidelity Investments ([www.fidelity.com](http://www.fidelity.com)) realized that wireless subscribers were very attractive customers. “They have more assets, they’re more financially active and more tech-savvy,” says Joe Ferra, chief wireless officer. That appealing and profitable combination keeps the Boston based firm listening to its customers’ demands for new wireless features and monitoring their use of every new function.

Today the company’s wireless offering, Fidelity Anywhere, lets over 170,000 customers get real-time stock quotes, make after-hours trades, short-sell, and, with phone integrated BlackBerry handhelds, call a Fidelity rep with the touch of a button. Ferra says security remains a paramount concern, and Fidelity continues to “look at what’s out there” in terms of security standards. But right now it relies on encryption and authentication developed using the Handheld Device Markup Language. The firm even chooses which functions will be offered on each type of device based on security concerns, browser capabilities, and the latency of wireless transmissions.

But Ferra says that once security challenges are met; “I’m convinced this will become a predominant way that people conduct their business with us. These devices are convenient, more reasonably priced, and easier to use than ever before.” Manufacturing. Automotive and aerospace plants lead the manufacturing pack in wireless device use, with about two-thirds of all companies actively using the technology. General Motors Corp.’s Cadillac and Buick assembly plants mounted wireless handheld-size computers from Symbol Technologies Inc. on forklifts so drivers can wirelessly collect and transmit data from the factory or warehouse floor.

The forklift operators can also receive work instructions and updates without leaving their vehicles. The wireless network is expected to save \$1 million at one GM assembly plant, according to a company statement. After nine months of wireless use, forklift operators now average 60 to 70 deliveries a day, double the number of deliveries they were making before the system went live.

### Case Study Questions

Q 8(A): What is the business value of wireless technologies in the chemicals and automotive manufacturing industries? What other manufacturing applications might benefit from wireless technologies? Why?

Q8 (B): What are some of the business benefits of wireless technologies in finance and investments? What other applications would you recommend? Why?

### Mapping of Questions with Course Learning Outcome

| Question Number | CLO   |
|-----------------|-------|
| Q. 1 (A):       | CLO 2 |
| Q. 1 (B):       | CLO 2 |
| Q. 1 (C):       | CLO 2 |
| Q. 1 (D):       | CLO 2 |
| Q. 1 (E):       | CLO 4 |
| Q. 1 (F):       | CLO 5 |
| Q. 1 (G):       | CLO 4 |
| Q. 1 (H):       | CLO 1 |
| Q. 2:           | CLO 2 |
| Q. 3:           | CLO 3 |
| Q. 4:           | CLO 5 |
| Q. 5:           | CLO 3 |
| Q. 6:           | CLO 5 |
| Q. 7:           | CLO 4 |

|         |              |
|---------|--------------|
| Q 8(A): | CLO 1, CLO 3 |
| Q8 (B): | CLO 1, CLO 3 |

**Note:** Font: Times New Roman, Font size: 12.