

Internal Assessment Test - III

Sub:	Sales Management						Code:	14MBAMM407	
Date:	20.06.17	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Write short notes on any two (3*2=6 Marks)				
1.(a)	What are the different modes of electronic payment?	[03]	CO1	L1
(b)	Define phishing and identity theft	[03]	CO2	L2
(c)	What do you mean by digital signatures?	[03]	CO1	L1
Part B - Answer any two (2*7=14)				
2 (a)	Internet Advertising is an upcoming and growing segment. Comment	[07]	CO1	L1
(b)	Discuss the advantages and disadvantages of payment by card.	[07]	CO1	L2
(c)	Describe the legal issues in E-Commerce.	[07]	CO3	L2
Part C - Answer any two (2*10= 20 marks)				
3 (a)	Explain the process of electronic payment with diagram	[10]	CO3	L3
(b)	Discuss the advantages and disadvantages of payment by card.	[10]	CO2	L3
(c)	Describe the different types of Biometric Techniques	[10]	CO1	L3
Part D - Compulsory (1*10=10/2*5=10 marks)				
4.	Zen Securities Limited (ZSL) is a leading financial services company providing Financial and Investment related services and products in India. The Company operates from over 140 locations with over 500 trading terminals and its services include investment advisory services, trading in cash market of NSE and BSE, trading in Futures and Options on NSE and BSE, internet trading in stocks, Based on customer demand, Zen decided to enable online trading facility for its customers and enhance customer experience while trading through Zen. Zen understood that attracting new customers and retaining them required the right set of products and services and an efficient and responsive online experience. Their objective was to exceed customer expectations from an online trading partner by meeting the exacting performance standards expected by customers today. However, providing an online trading portal meant that Zen needed a scalable and robust IT infrastructure along with bandwidth to accommodate any increase in user traffic on the portal. The company identified early enough that managing the IT infrastructure for this business is not their core competence and will put additional burden on their existing IT resources. They wanted their IT team to focus on enabling business rather than managing the IT infrastructure component. Hence, they decided to partner with a managed IT hosting service provider.			
a.	How do you think Zen Securities can implement online trading for it's present customers?	[05]		

b. Cite the challenges faced by Zen securities in launching internet tradingHow will you overcome the challenges in international trading? [05]

CO2	L4
CO2	L5

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	To provide an understanding of the concepts, techniques and approaches in Sales Management	1.a 2.a	3.c	1.c 2.b						
CO2:	To emphasize on the Sales Manager’s problems and dilemmas.	1.b		3.b			4.a 4.b			
CO3:	To develop skills for generating, evaluating and selecting sales strategies.		2.c	3.a						
CO4:										
CO5:										
CO6:										

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - Engineering knowledge; PO2 - Problem analysis; PO3 - Design/development of solutions; PO4 - Conduct investigations of complex problems; PO5 - Modern tool usage; PO6 - The Engineer and society; PO7- Environment and sustainability; PO8 - Ethics; PO9 - Individual and team work; PO10 - Communication; PO11 - Project management and finance; PO12 - Life-long learning

USN											
-----	--	--	--	--	--	--	--	--	--	--	--



Internal Assessment Test 3 – June 2017

Subject: Sales Management	14MBAMM407			
Date: _____	Duration: 90 Mins	Max Marks: 50	Semester: _____	Branch: MBA
<i>Note: Answer any 2 question in Part-A, Part-B & Part-C. Part-D is compulsory</i>				

Part – A

1 (a) What are the different modes of electronic payment? 3 Marks

- *Credit Card*
- *Debit Card*
- *Smart Card*
- *E-Money*
- *Electronic Fund Transfer (EFT)*

(b) Define phishing and identity theft 3 Marks

- *Phishing is the attempt to acquire sensitive information such as usernames, passwords, and credit card details (and sometimes, indirectly, money), often for malicious reasons, by masquerading as a trustworthy entity in an electronic communication.*
- *Identity theft is the fraudulent practice of using another person's name and personal information in order to obtain credit, loans, etc.*

(c) What do you mean by digital signatures? 3 Marks

- *A digital code (generated and authenticated by public key encryption) which is attached to an electronically transmitted document to verify its contents and the sender's identity.*

Part – B

2. (a) Internet Advertising is an upcoming and growing segment. Comment(GK analysed) 7 Marks

Internet advertising, also called online marketing or Online advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2013, Internet advertising revenues in the United States totalled \$42.8 billion, a 17% increase over the \$36.57 billion in revenues in 2012. U.S. internet ad revenue hit a historic high of \$20.1 billion for the first half of 2013, up 18% over the same period in 2012. Online advertising is widely used across virtually all industry sectors.

(b) Discuss the advantages and disadvantages of payment by card. 7 Marks

Advantages:

- *Convenience*
- *Cost*
- *Control*

- Flexibility
- Security

Disadvantages:

- Fees
- Risk
- Inactivity
- Merchantblocks

(c) Describe the different types of Biometric Techniques

7Marks

- Face recognition
- Hand Geometry
- Retina Scan
- Voice biometrics
- Signature Verification
- Keystroke

Part – C

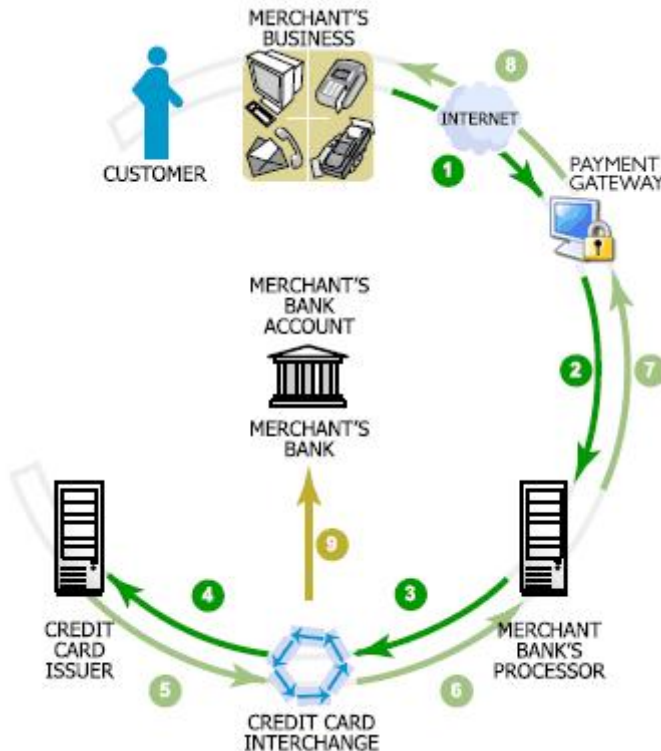
3. (a) Describe the legal issues in E-Commerce.

10 Marks

- E-Contracts
- Data Protection
- IPR's
- Phishing
- Identity theft
- Hacking
- Cyber vandalism
- Credit Card Fraud
- Spoofing/Sparm

(b) Explain the process of electronic payment with diagram

10 Marks



(c) Discuss in detail the growth of internet trading.

10 Marks

Nearly two billion people are connected to the Internet. During the last twenty years, the technology revolution has had an intense and irreversible impact on the world and Indian internet trading has also witnessed these changes. From its formal inception in the 19th century, the Indian internet trading has come a long way and can be said to be in a maturity stage, backed by a developed legal system. The internet has made financial products and services available to more customers and eliminated geographical barriers. Earlier investors were solely dependent on their brokers but nowadays they are participating more in buying and selling of shares with the help of internet. E-trading has saved time, energy and money as it helps to access the market from any where at any time.

Part-D

You are an entrepreneur and want to start an online site selling smart phones and electronic gadgets. (Based on analysis of content by student)

1. What do you think are the challenges that you will face in internet trading? 5 Marks
 - *Dealing with a competitive eCommerce Model and strategy*
 - *Finding an appropriate community*
 - *Designing the relevant content*
 - *Dealing with customer privacy*
 - *Overcoming consumer' lack of trust*
 - *Global Challenges based on language culture, time and distance*

2. How will you overcome the challenges in international trading? 5 Marks
 - *Security of payment*
 - *Transportaion of Goods*
 - *Avoiding unnecessary inventory*
 - *Proper recording of transactions to avoid frauds*
 - *Prevent misuse of customer information*