

N.B. :

- 1) Question No. 1 is compulsory.
- 2) Answer any **four** out of remaining **six** Questions.
- 3) Figures to the **right** indicate marks for **each** Question.
- 4) Illustrate answers with neat sketches whenever **required**.

1. A) Explain the Myths and realities about E-Commerce. 10  
 B) Make a Comparison of the NPV and IRR methods based on following aspects. 10
  - i) Non-conventional cash flow
  - ii) Mutually exclusive projects.
2. A) What are the major trends in E-Supply Chain Management (SCM)? Explain the Dell Model of SCM. 10  
 B) Explain in detail policies of internet Service Providers (ISP) in India? 10
3. A) Discuss how public finance differs from corporate finance. 10  
 B) Explain the basic Time value of money model with four basic variables involved in it. 10
4. A) With a neat sketch Explain how E-CRM is used to enhance the business? 10  
 B) Explain the strategic and tactical issues of a Take- Over activity and also list Advantages of on- line marketing. 10
5. A) Explain the different types of financial markets. What is the role of stock Exchange (NSE/BSE). 10  
 B) Discuss the various functions of a Finance manager. 10
6. A) Explain the different investment appraisal techniques which the financial manager Depend for their investment decision making. 10  
 B) Discuss the role of fire wall? Explain in detail fire wall component and list the benefits Internet fire wall. 10
7. Write short notes on following:(any four) 20
  - A) Enablers of E-Commerce.
  - B) Cash Conversion cycle.
  - C) EOQ
  - D) E-Branding