Con. 6976-11. _Sem VI / mech / 20-12-11 / E-com & Industrial Financne._ **MP-3490**

(3 Hours) **Total Marks : 100**

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N.B. : (1) Question No.1 is **compulsory**.
(2) Answer any **four** from the remaining **six** questions.
(3) Draw **neat** diagram wherever **necessary**.
(4) **Figures** to the **right** indicates **full** marks.

Q.NO.1.

(A) Explain Traditional Marketing compared to E-marketing with an example. **10**

(B) Explain in detail policies of Internet Service Provider (ISP) in India. **10**

Q.NO.2.

(A) Give a comparison of the NVP and IRR method, based on following aspects: **10**

   (i) Non Conventional cash flow

   (ii) Mutually exclusive projects

   (iii) Changes in discount rates

   (iv) Reinvestment assumptions.

(B) Explain the basics of TIME VALUE OF MONEY model with four variable involved in it. **10**

Q.NO.3.

(A) Name and explain the security requirement for safe E-payment. **10**

(B) Discuss the different types of financial markets. Explain the role of **10**

   Stock Exchange (NSE/BSE) .

Q.NO.4.

(A) Explain the basic concepts of capabilities of E-CRM. **10**

(B) What are the sources of long term finance? Give their advantage and disadvantage. **10**

Q.NO.5.

(A) State IT-2000Act .What are the provisions made in the Act related to safety/security ? **10**

(B) Define Supply Chain Management (SCM)? How the E-SCM helps to improve the busyness. **10**

Q.NO.6.

(A) Discuss how Public finance differs from corporate finance with an example. **10**

(B) Which of the two financial obligations are considered as intermediate in nature? **10**

   Explain their characteristics, advantage and disadvantage in detail.

Q.NO.7.

(A) Write a short notes on **any four**: **20**

   (i) EOQ

   (ii) Merger and Takeover

   (iii) Cash conversion cycle

   (iv) Working capitals

   (v) Term loan V/S Lease

   (vi) Foreign Exchange Exposure

   (vii) Term Structure and Risk Structure of interest rate.