

QP Code : 2043

(3 Hours)

[Total Marks : 100]

- 1) Question No. 1 is compulsory.
- 2) Answer any four out of remaining six questions.
- 3) Figures to the right indicate full marks.
- 4) Illustrate answers with neat sketches where ever required.
- 5) Answers to the questions should be grouped and written together.

Question No.1 Write short notes on any four (4*5)

- I. E- Commerce importance
- II. E- Marketing in the future
- III. E- Commerce best practices
- IV. How new securities are issued
- V. Policies of level of working capital
- VI. Documentation for international trade

Question No.2

- I. State advantages of On line marketing over Traditional Marketing (10)
- II. Discuss in brief the various enabling technologies of E-Commerce. (10)

Question No.3

- I. How the security in E-Commerce is important? How a network can be secured. (10)
- II. What is electronic payment system? Explain. (10)

Question No.4

- I. What is The Information Technology Act 2000? (10)
- II. What are the modern trends in E- Business? (10)

Question No.5

- I. What do you understand by Finance? What are the objectives of Corporate Finance? (10)
- II. Explain in brief any three (10)
 - a) Primary Financial Market
 - b) Secondary Financial Market
 - c) Money Market
 - d) Capital Market

Question No.6

- I. The expected cash flows of three projects are given below. The cost of capital is 10 per cent. Calculate the pay back period, net present value, internal rate of return and accounting rate of return of each project. (10)

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Period	Project A	Project B	Project C
0	(5000)	(5000)	(5000)
1	900	700	2000
2	900	800	2000
3	900	900	2000
4	900	1000	1000
5	900	1100	--
6	900	1200	--
7	900	1300	--
8	900	1400	--
9	900	1500	--
10	900	1600	--

II. Explain in brief

- Under writing
- Working capital and cash conversion cycle

(10)

Question No.7

I. Explain

- Merger
- Horizontal Takeover
- Vertical Takeover
- Conglomerate takeover

(10)

II. List and explain the documents required for International trade?

(10)