

Krantiguru Shyamji Krishna Verma Kachchh University, Bhuj
Master of Science (Computer Applications & Information Technology)
Semester: V

Paper Code: CECS511		Total Credit : 4 Total Marks : 70 Time : 3 Hrs
Title of Paper: E-Commerce and M-Commerce		
Unit		
Description		Weighting
I	E-Commerce Introduction -The e-commerce environment - The e-commerce marketplace -Focus on portals, Location of trading in the marketplace - Commercial arrangement for transactions - Focus on auctions - Business models for e-commerce - Revenue models - Focus on internet start-up companies – the dot-com - E-commerce versus E-business.	20%
II	M-Commerce Introduction – Infrastructure Of M- Commerce – Types Of Mobile Commerce Services – Technologies Of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement, Non-Internet Applications In M- Commerce –Wireless/Wired Commerce Comparisons	20%
III	M-Commerce – Technology A Framework For The Study Of Mobile Commerce NTT Docomo’s I- Mode Wireless Devices For Mobile Commerce Towards A Classification Framework For Mobile Location Based Services Wireless Personal And Local Area Networks The Impact Of Technology Advances On Strategy Formulation In Mobile Communications Networks	20%
IV	M-Commerce – Theory and Application The Ecology Of Mobile Commerce The Wireless Application Protocol Mobile Business Services Mobile Portal Factors Influencing The Adoption Of Mobile Gaming Services Mobile Data Technologies And Small Business Adoption And Diffusion M-Commerce In The Automotive Industry Location- Based Services: Criteria For Adoption And Solution Deployment The Role Of Mobile Advertising In Building A Brand M- Commerce Business Models	20%
V	Business to business M-Commerce Enterprise Enablement Email And Messaging Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare) Field Sales Support (Content Access, Inventory) Asset Tracking And Maintenance/Management Remote IT Support Customer Retention (B2C Services, Financial, Special Deals) Warehouse Automation Security	20%
Basic Text & Reference Books :-		
1.	Dave Chaffey, “E-Business and E-Commerce Management”, Third Edition, 2009, Pearson Education	
2.	Brian E. Mennecke, Troy J. Strader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group Inc., IRM press, 2003.	
3.	Paul May, “Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business” Cambridge University Press March 2001	
4.	Dr.Pandey , Saurabh Shukla E-commerce and Mobile commerce Technologies , Sultan chand ,2011	

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Unit	Description	Total Marks	
I	Q.1 (A) Answer the Following. (Definitions, Blanks, Full Forms, True/False, Match the Following)	06	14
	Q.1 (B) Medium / Long Questions. (With Internal Option)	08	
II	Q.2 (A) Answer the Following. (Definitions, Blanks, Full Forms, True/False, Match the Following)	06	14
	Q.2 (B) Medium / Long Questions. (With Internal Option)	08	
III	Q.3 (A) Short / Medium Questions (With Internal Option)	06	14
	Q.3 (B) Medium / Long Questions. (With Internal Option)	08	
IV	Q.4 (A) Short / Medium Questions (With Internal Option)	06	14
	Q.4 (B) Medium / Long Questions. (With Internal Option)	08	
V	Q.5 (A) Short / Medium Questions (With Internal Option)	06	14
	Q.5 (B) Medium / Long Questions. (With Internal Option)	08	