



MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

(Meenakshi University)

(Declared as Deemed-to-be-University under Section 3 of the UGC Act, 1956 vide Notification

No.F.9-5/2002-U.3, dt: 31.03.2004)

FROM,

DIRECTOR,
MAHER.

16/11/2011

Chennai-78

TO,

STUDY CENTRES,

Sir,

- Answer the question each in five pages.
- Students should write the answer in their own handwriting
- Answers received after 25th Nov to the centre will not be accepted.
- Each question carries five marks.
- **LAST DATE FOR SUBMITTING ASSIGNMENTS FOR THE STUDENTS ADMITTED IN 2011 IS ON 10TH DEC 2011.**

ASSIGNMENT PAPER-1- E-Commerce

BSC(cs)/BCA

1. Give an account of the ecommerce environment.
2. What are the impacts of electronic commerce on the Business Models?
3. Narrate about the BMIT strategy
4. Describe about the marketing implications of the consumer power shift.
5. What are the internet marketing Techniques?

DIRECTOR