



- B. State whether the following statement is True or False (ANY SEVEN) [7 marks]**
- It is a myth that no work experience is needed for an E-commerce business.
  - Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
  - E-commerce is a part of M-commerce.
  - Data warehouse is a collection of computer based information.
  - Bricks and clicks is a combination of physical and offline presence.
  - Electronic Data Interchange (EDI) eliminates the need paper based system.
  - E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
  - Electronic payment systems are prone to frauds.
  - Search Engine Marketing (SEM) is a short term approach.
  - Influencer marketing is not as controllable as traditional marketing.

- Q.2**
- Define E-commerce. State and explain the features of E-commerce. [8marks]
  - Explain the various categories of E-commerce with suitable examples. [7marks]
- OR**
- Discuss the advantages of E-commerce to Businesses and Consumers. [8marks]
  - Explain the trends in Banking and Education sectors of E-commerce. [7marks]

- Q.3**
- What are the applications of EDI? [8marks]
  - What is launching an e-business? [7marks]
- OR**
- Explain the advantages and disadvantages of E-Delivery. [8marks]
  - State the difference between traditional business and e-business. [7marks]

- Q.4**
- Explain issues relating to Privacy and Security in E business? [8marks]
  - What is Smart Card? What are its benefits? [7marks]
- OR**
- Explain different types of Electronic Payment System. [8marks]
  - What are features of Electronic Payment System? [7marks]

- Q.5**
- What do you mean by digital marketing? Discuss its evolution. [8marks]
  - Explain Search Engine marketing. [7marks]

- OR**
- Q.5 Write note on the following (ANY THREE) [15 marks]**
- E-commerce Industry: the Indian scenario
  - Bricks and clicks
  - Social Media Optimization
  - Web Analytics
  - Viral Marketing.

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