

Time: 2 Hrs.30 Min.

Max. Marks:75

Instructions:

1. All the questions are compulsory.
2. All the questions have internal choice.
3. Figures to the right indicate maximum marks.

- Q.1 A. Fill in the blanks (ANY EIGHT) [8 marks]
- i. \_\_\_\_\_ is a benefit of E-commerce.
 

a. Cost savings	b. Touch and feel
c. Privacy issue	d. Resistance to change
  - ii. Writing reviews on Google Play Store is \_\_\_\_\_ E-commerce.
 

a. C2B	b. B2B
c. C2C	d. B2G
  - iii. A consumer in search of a personal loan compares various quotations on website, is an example of \_\_\_\_\_ E-commerce.
 

a. C2C	b. B2B
c. C2B	d. B2C
  - iv. There is a global business reach just by creating a \_\_\_\_\_ and uploading it on the server.
 

a. retail store	b. computer cyber
c. website	d. small business
  - v. \_\_\_\_\_ is the exchange of data or business documents between two or more businesses.
 

a. CRM	b. EDI
c. ERP	d. SCM
  - vi. \_\_\_\_\_ consists of various aspects like privacy, authenticity and message integrity.
 

a. payment gateway	b. order processing
c. transaction security	d. process linking
  - vii. \_\_\_\_\_ means unauthorized access.
 

a. network security	b. stealing
c. internet penetration	d. hacking
  - viii. \_\_\_\_\_ Marketing consists of specific activities designed to promote a product, service or business by an organization.
 

a. Content	b. Viral
c. Influencer	d. Podcast
  - ix. \_\_\_\_\_ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
 

a. Vodcasts	b. Podcasts
c. Blog	d. Press release
  - x. X (formerly Twitter) is a \_\_\_\_\_ micro blogging service that allows registered members to broadcast short posts.
 

a. free	b. chargeable
c. costly	d. paid

- B. State whether the following statement is True or False (ANY SEVEN) [7 marks]**
- E-commerce is a part of E-business.
  - World Wide Web was created by British Scientist Tim Berners-Lee.
  - A Domain Name is the website name. It is the address where Internet users can access a website.
  - Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
  - E-auction consists of on-line buying and selling of shares and other financial instruments.
  - E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
  - Search Engine Marketing (SEM) is an unpaid approach.
  - A payment gateway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
  - Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
  - Spam is unsolicited email.
- Q.2 a. Define E-commerce. State and explain the features of E-commerce. [8marks]**  
**b. Bring out the difference between Traditional Commerce and E-commerce. [7 marks]**
- OR**
- c. Explain the Environmental factors that affect E-commerce. [8marks]**  
**d. Discuss the advantages of E-commerce to Businesses and Consumers. [7 marks]**
- Q.3 a. What are the principles of web site design? [8marks]**  
**b. Which areas can EDI be implemented in? [7 marks]**
- OR**
- c. What are the steps in launching an E-Business? [8marks]**  
**d. Explain the bricks and click business model in E-Business. [7 marks]**
- Q.4 a. Discuss the issues relating to Privacy and Security in E business? [8marks]**  
**b. Explain different types of Electronic Payment System. [7 marks]**
- OR**
- c. Explain the features of Electronic Payment System. [8marks]**  
**d. Discuss Smart Cards? What are its benefits? [7 marks]**
- Q.5 a. What do you mean by Digital Marketing? Discuss its latest developments and strategies. [8marks]**  
**b. Explain the Advantages and Disadvantages of Digital Marketing? [7 marks]**
- OR**
- Q.5 Write note on the following (ANY THREE) [15 marks]**
- M-commerce
  - Supply Chain Management
  - E Money
  - Search Engine Optimization
  - Content Marketing.