Time: 2 Hours

Total Marks: 60

N.B: 1) All questions are compulsory.
    2) Figures to the right indicate full marks.

Q 1. (a) What are the main activities of E-Commerce?   (15)

  (b) Explain the various business strategies for marketing.

OR

  (c) Elucidate the various business models of E-Commerce.

  (d) Discuss on the Business to Consumers E-Commerce Process

Q 2. (a) Elaborate the benefits of websites in the E-Commerce.   (15)

  (b) Explain the pros of Electronic Data Interchange.

OR

  (c) Describe the various functional components of E-CRM

  (d) How Conventional organisation is different from E-Organisation?

Q 3. (a) Explain the various techniques of E-Marketing.   (15)

  (b) What are the cons of online shopping?

OR

  (c) Elaborate the various types of E-Payment system.

  (d) What are the principles for E-Payment?

Q.4. A) Fill in the blanks with appropriate option.   (05)

1. In 1969 two computers were connected to a network on ----------------

  (a) ARPANET   (b) MILNET   (c) MTNL   (d) VSNL

2. Amazon sold its first item a _____

  (a) Coffee   (b) Science textbook   (c) Film   (d) Lux soap

3. _____is that where e-businesses are creating a demand for their product.

  (a) Push Marketing (b) Alfa Marketing   (c) Pull marketing (d) Sigma Marketing

4. Bing Advertisements service, formerly known as _____

  (a) Mobile Ad (b) Multimedia Center   (c) Host Marketing   (d) Microsoft Ad Center.

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5. _____professionals hack to check their own security systems to make it more hack-proof.

    (a) Black-hat   (b) Gray-hat   (c) Blue-hat   (d) White-hat

Q. 4. B) State whether the following statements are True or False.   (05)

1) A blog is important online store marketing strategy.

2) The person or business that registers domain name is called the domain name registrant.

3) Article marketing refers to writing articles and submitting them to web article directories.

4) AdMob Advertisements are advertisements that appear within film apps.

5) Cyber law is the law governing crime in education.

Q. 4. C) Match the Column.   (05)

Group A	Group B
1) Social Network	a) Little Robots
2) Droid Delivery	b) Illegal intrusion
3) Giffin and Riddings	c) Google+
4) Merchant Software	d) Three Types of E-CRM
5) Hacking	e) Decrypts

OR

Q4. Write Short notes on (Any Three)   (15)

1) E-Mail abuse

2) Protection of cyber consumers in India

3) Protecting E-Commerce Assets

4) Sources of threats

5) Encryption

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