Time: 2 ½ Hours   **Max. Marks: 75**

Instructions: All Questions are compulsory.

                 Figures to the right indicates maximum marks

Q.1.   **Answer the following (Any 2)**   **15**

a.   Distinguish between traditional commerce and E-commerce.

b.   What are the factors responsible for the growth of E-commerce?

c.   What is M-commerce? Explain its benefits.

Q.2.   **Answer the following (Any 2)**   **15**

a   What are the Applications of EDI?

b   Explain the advantages and limitations of Pure Online Model

c   Describe the Life cycle approach for building a website

Q. 3   **Answer the following (Any 2)**   **15**

a   Explain the Law related to E-commerce in India.

b   Explain the Advantages & disadvantages of payment gateway

c   What is a Credit card? What are the Advantages & disadvantages of Credit card?

Q. 4.   **Answer the following (Any 2)**   **15**

a   What is Digital Marketing? Explain its advantages& limitations.

b   What is Search Engine Optimization? Explain its advantages

c   Write a note on Web Analytics.

Q.5.   **Case Study**

Mondelez International's Indian unit launched "Cadbury Joy Deliveries'', a direct-to consumer website to build on opportunities in the gifting sector. The initiative gives an opportunity for the company to foray into the e-commerce market by providing an additional channel for consumers to directly connect with the brand.

The company goes beyond the contemporary and traditional occasions to create newer gifting avenues for our consumers in the corporate gifting segment. It entered into partnership with third parties for facilitating efficient deliveries. The company, which has a strong gifting portfolio, will enhance such experience through discounts, multiple location delivery and free shipping, along with customisation and bulk orders.

1)   How will the offline presence of Mondelez complement company's online revolution?   **5**

2)   Discuss some strategies using various social media platforms.   **5**

3)   Suggest other add-ons to ensure shifting online as a successful move.   **5**