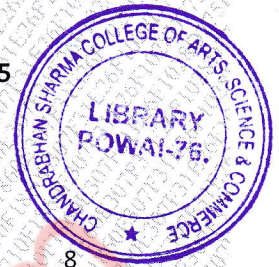


Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.
Figures to the right indicates maximum marks



- Q1. A** Choose the correct alternative: (Answer any Eight) 8
- 1 E-Infrastructure and E-markets are the basic components of _____
a) B2B b) B2C c) B2G d) None
 - 2 High Levels of inflation affects E-Commerce business that deals with
a) Essential Items b) Luxurious Items c) Both a & b d) None
 - 3 Flipkart is an example of _____ category of E-commerce.
a) B2B b) B2C c) C2B d) C2C
 - 4 E-delivery includes _____ delivery of good & rendering of services.
a) Electronic b) physical c) shipment d) manual
 - 5 _____ Business model used both online & offline presences.
a) Bricks & Mortar b) online store c) offline store d) Bricks & clicks
 - 6 EFT means the Electronic Fund_____
a) Transmission b) Travel c) Transport d) Transfer
 - 7 Disintermediation means there is an elimination of the_____
a) Traders b) Customers c) Supplier d) Middleman
 - 8 M-governance is not replacement but _____ for E-governance.
a) Complement b) Supplement c) Both a & b d) None
 - 9 E-commerce in education had lead to_____
a) Personalized learning b) Gamification c) Both a & b d) None
 - 10 Electronic payment system offers
a) Convenience b) Reduced Risk c) both A & B d) None

- Q.1. B.** State True or False (Answer Any Seven) 7
- 1 Amazon.com is an example of B2C business Model.
 - 2 E-commerce includes business to business transaction only
 - 3 The electronic payment mode is compulsorily required in E-commerce
 - 4 There is no grace period in case of debit card
 - 5 RTGS system was introduced in March 2004 in India.
 - 6 Hacking means an unauthorized access
 - 7 Viral marketing includes right message to the right person in right environment
 - 8 Digital marketing helps to build or repair public opinion on a given issue
 - 9 A good website is one which is scalable

- Q.2.**
- A** What is E-Commerce? How is E Commerce superior to Traditional Commerce in today's business scenario? 8
- B** Discuss the recent trends in E-Commerce in Education & Banking Sector. 7

(OR)

- C Explain the following categories of E Commerce with relevant examples: 8
i. B2C ii. C2C
- D Explain M-Commerce and its benefits 7
- Q.3**
- A Write a short notes on benefits of EDI 8
- B Explain CRM & SCM. 7
- (OR)
- C Explain the steps involved in launching an E-Business. 8
- D Explain the advantages & Disadvantages of Payment Gateway. 7
- Q.4**
- A Explain Privacy & Security Issues and discuss the issues related to them. 8
- B Explain: Smart Card, Credit Card & E-Cheques 7
- (OR)
- C Explain the Digital Marketing on various social media platforms. 8
- D Explain the latest Development & Strategies in Digital Marketing 7
- Q.5 A.** Write Short Notes on the Following (Answer Any Three) 15
- a. Content Marketing
- b. Blog Marketing
- c. IT Act 2000
- d. SEO
- e. E- Auction
- (OR)
- B** Solve the Following Case Study
- Star Candles, a company that features rings beneath the wax of its candles. By utilizing customer-contributed photos on its Facebook page, Star Candles upped conversion rates and attracted more than 290,000 new Facebook fans.
- For minimal effort, your ecommerce site has the potential to produce maximum results. Determine how your product can start a conversation in consumers' social networks and then capitalize on it.
- Q1. How can social media be used to increase market share of a brand? 5
- Q.2 Explain how can you market online on other social media platforms, besides Facebook. 5
- Q.3 Explain how a company can improve customers' interaction with its Facebook page 5