

T Y BMS (SEV) 22/11/19

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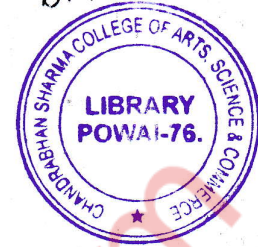
IV

BMS

(2 ½ Hours)

Marks : 75

- NB: (1) All Questions are Compulsory.
(2) Figures to the right indicates full marks



Q1) A) State whether the following statements are TRUE or FALSE (any 8). (08)

1. Digital cash is suitable for small transactions.
2. There is no grace period for debit card.
3. Yahoo.com was launched after the birth of Google.com
4. Search Engine Marketing is a short term approach.
5. E-commerce includes business to business transaction only
6. Podcasts lacks interactivity.
7. Trojan horse is the unauthorized use of services and harassment by email.
8. Campaign Marketing requires very less money for effective execution.
9. A credit card is a credit system in retail transactions which has a pre set spending limit based on the user's credit limit.
10. E communication is the communication using electronic media.

Q1) B) Select the most appropriate alternative answer. (Any 7) (07)

1. _____ is trading in products or services using computer networks
a) E Commerce b) Motivating c) cooperation.
- 2 The _____ market enable the suppliers to directly interact with buyers that by eliminating distributors.
a) B2B b) C2C c) A2B
- 3) In India the _____ of e-commerce is due to cash on delivery payment option.
a) Failure b) Success c) Training.
- 4) E-commerce enhances the promotion of products and services to direct information and interactive contact with _____.
a) customers b) students c) children.
- 5) E-commerce in education has led to _____.
a) Personalized banking b) modification c) Globalization.
- 6) _____ refers to the management of a network of interconnected business involved in the ultimate provision of product and service packages required by the end customers.
a) Supply Chain Management b) customer relationship management c) personal management
- 7) _____ also is known as click and mortar business model.
a) Brick and mortar b) brick and click c) Pure online.
- 8) _____ allows card holding customers to perform routine banking transactions without interacting with the human teller.
a) RTGS b) IMPS c) ATM.
- 9) _____ is an approach that recognizes that customers are the core of business and that the company success depends effectively.
a) personal management b) customer relationship management c) Web design.
- 10) _____ is a financial Exchange that takes place on line between buyers and sellers.
a) E-payment b) Cyber crimes c) Fraud.

- Q2 a) What do you mean by E-commerce? Explain its features. (08)
b) Explain how social cultural factors affect e business. (07)

OR

- c) Discuss the trends in e-commerce in government sector. (08)
d) Distinguish between traditional commerce and e-commerce. (07)

- Q3 a) Discuss the steps in launching e-business. (08)
b) Explain the advantages and limitations of enterprise resource planning. (07)

OR

- c) Explain the significance of a e business in today's competitive world (08)
d) Justify the superiority of bricks and click model over pure online model (07)

- Q4 a) Explain the issues relating to privacy and security in E business. (08)
b) What do you mean by payment gateway? Explain its advantages. (07)

OR

- c) Write a detailed note on IT Act 2000. (08)
d) Discuss the need for e-commerce laws. (07)

- Q5 a) What do you mean by digital marketing? Discuss its evolution. (08)
b) Explain the concept of online advertisement along with its benefits. (07)

OR

- Q5 Write Short Notes (Any 3). (15)

- 1 Limitations of content marketing.
- 2 Smart Card
- 3 Myths of E Commerce .
- 4 Benefits of B2B E Commerce.
- 5 E Mail Marketing.