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)**   [8marks]

i.   EDI stands for_____
a) Electronic Data Information   b) Electronic Data Internet
c) Electronic Data Interchange   d) Electronic Data Interface

ii.   The primary driver of mCommerce growth in emerging markets_____.
a) Faster deployment of 5G networks   b) Increasing mobile device
penetration
c) High desktop internet usage   d) Greater availability of public Wi-Fi

iii.   _____ feature of E-Commerce allows for automatic updates of product availability.
a) Manual stock management   b) Real-time inventory tracking
c) Traditional bookkeeping   d) Paper-based order processing

iv.   _____ also known as click-and-mortar business model.
a) Brick and Mortar   b) pure online
c) brick and click   d) click and click

v.   E-marketing is a _____ of E-business to achieve the desired marketing aim of the firm.
a) set   b) sub-set
c)re-set   d) data-set

vi.   Bricks and clicks have _____customer acquisition cost.
a) lower   b) higher
c) Medium   d) Average

vii.   _____ Marketing consists of specific activities designed to promote a product, service or business.
a) Content   b) Influencer
c) Campaign   d) None.

viii.   _____ are marketing techniques that use existing social networking services and other technologies to increase the brand awareness.
a) Viral   b) Blog
c) Content   d) Influencer

ix.   Twitter is a _____ microblogging service that allows registered members to broadcast short posts.
a) Free   b) Chargeable
c) Sometimes Chargeable   d) Freemium.

x.   _____ means the ads do not appear to the user as the user uses technology to screen out ads.
a) Ad Blocking   b) Ad letting
c) Ad decreasing   d) Ad missing.

B.   **State whether the following statement is True or False (ANY SEVEN)**   [7marks]
i.   In SSL the URL changes from HTTP to HTTPS.
ii.   Ubiquity in E-Commerce refers to information richness.
iii.   B2B refers to a Business selling goods to other individuals.

iv. Bricks and clicks have higher customer acquisition cost.

v. E-business is just limited to buying and selling over the internet.

vi. A data warehouse is a repository for storing computer-based information.

vii. Digital Marketing does not allow personalization and cost reduction.

viii. Digital Marketing is the same as internet marketing.

ix. There are 4 pillars in digital marketing.

x. Electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet.

Q.2 a. Compare and contrast traditional commerce with E-Commerce, highlighting their impact on business operations and consumer behaviour? **[8marks]**

b. Identify and explain two common challenges businesses face when implementing E-Commerce? **[7marks]**

OR

c. Describe key features of E-Commerce that improve business efficiency? **[8marks]**

d. Analyse the emerging trends in E-Commerce across various sectors such as retail, banking, tourism, and education? **[7marks]**

Q.3 a. Explain the life cycle approach for building a website. **[8marks]**

b. What are the advantages and disadvantages of Bricks and clicks business model? **[7marks]**

OR

c. Distinguish between brick and motar business model and online business model? **[8marks]**

d. What is launching an E-Business? **[7marks]**

Q.4 a. Discuss the features and challenges of Credit Cards? **[8marks]**

b. Discuss on Electronic Funds Transfer (EFT) & E Cash. **[7marks]**

OR

c. Explain Payment Gateway process and its types? **[8marks]**

d. What are different kinds of Transaction Security? **[7marks]**

Q.5 a. What is Digital Marketing? Explain the advantages of Digital Marketing? **[8marks]**

b. What is Search Engine Optimization? Discuss its advantages. **[7marks]**

OR

Q.5 **Write note on the following (ANY THREE)** **[15mark]**

i. E Money

ii. Debit Card

iii. Podcasts

iv. Content Marketing.

v. Latest developments in digital marketing

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