

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) [8 marks]**
- i. E-commerce in education sector is called as _____.
a) E-teaching b) E-learning
c) E-coaching d) Online classes
 - ii. Write reviews on Google play Store is _____ E-commerce.
a) C2B b) B2B
c) C2C d) B2G
 - iii. Brick and mortar business model is a name for _____ business model.
a) Neo classical b) Modern
c) Traditional d) sophisticated
 - iv. E-delivery includes _____ delivery of good and rendering of services.
a) Electronic b) Physical
c) Shipment d) manual
 - v. _____ is the exchange of data or business documents between two or more business.
a) CRM b) EDI
c) ERP d) SCM
 - vi. EFT means the electronic fund _____.
a) Transmission b) Travel
c) transport d) Transfer
 - vii. _____ is a disadvantage of payment gateway.
a) Fixed fee per month b) less fraud
c) refund d) Security
 - viii. _____ is the transformation of data in some unreadable form.
a) Encryption b) Decryption
c) Both d) None
 - ix. _____ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
a. Vodcasts b. Podcasts
c. Blog d. Press release
 - x. _____ is the use of social media channels to spread any message for creating brand awareness.
a) Viral marketing b) Blog
c) Content marketing d) Influencer marketing

