

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. _____ is a benefit of E-commerce.
 - a. Cost savings
 - b. Touch and feel
 - c. Privacy issue
 - d. Resistance to change
 - ii. A consumer in search of a personal loan compares various quotations on website, is an example of _____ E-commerce.
 - a) C2C
 - b) B2C
 - c) C2B
 - d) B2B
 - iii. There is a global business reach just by creating a _____ and uploading it on the server.
 - a. retail store
 - b. computer cyber
 - c. website
 - d. small business
 - iv. _____ is a limitation of E-commerce.
 - a) Wide reach
 - b) Cost effective
 - c) Variety
 - d) Privacy issue
 - v. _____ is the exchange of data or business documents between two or more businesses.
 - a. CRM
 - b. EDI
 - c. ERP
 - d. SCM
 - vi. Writing reviews on Google Play Store is _____ E-commerce.
 - a. C2B
 - b. B2B
 - c. C2C
 - d. B2G
 - vii. _____ means unauthorized access.
 - a. network security
 - b. stealing
 - c. internet penetration
 - d. hacking
 - viii. _____ gives organic search results in the search engine results page.
 - a) Search Engine Marketing
 - b) Pay per click
 - c) Search Engine Optimization
 - d) Cost per click
 - 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

B. State whether the following statement is True or False (ANY SEVEN) [7 marks]

- i. It is a myth that no work experience is needed for an E-commerce business.
- ii. World Wide Web was created by British Scientist Tim Berners-Lee.
- iii. E-commerce is a part of M-commerce.
- iv. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
- v. Bricks and clicks is a combination of physical and offline presence.
- vi. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
- vii. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
- viii. A payment gateway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
- ix. Search Engine Marketing (SEM) is a short term approach.

Q.2 a. Define E-commerce. State and explain the features of E-commerce. [8marks]
b. Bring out the difference between Traditional Commerce and E-commerce. [7marks]

OR

- c. Discuss the advantages of E-commerce to Businesses and Consumers. [8marks]
- d. Explain the Environmental factors that affect E-commerce. [7marks]

Q.3 a. What are the applications of EDI? [8marks]
b. What are the principles of web site design? [7marks]

OR

- c. Explain the advantages and disadvantages of E-Delivery. [8marks]
- d. Explain the bricks and click business model in E-Business. [7marks]

Q.4 a. Discuss the issues relating to Privacy and Security in E business? [8marks]
b. What is Smart Card? What are its benefits? [7marks]

OR

- c. Explain different types of Electronic Payment System. [8marks]
- d. What are features of Electronic Payment System? [7marks]

Q.5 a. What do you mean by Digital Marketing? Discuss its latest developments and strategies. [8marks]

- b. Explain Search Engine marketing. [7marks]

OR

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

- i. E-commerce Industry: the Indian scenario
- ii. Web Analytics
- iii. M-commerce
- iv. Search Engine Optimization
- v. Viral Marketing.
