

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. _____ is a myth about E-commerce.
a) It is difficult b) It is not free
c) It is a business d) One year, one million dollars
- iii. Personalization feature can occur in _____ E-commerce business.
a) B2B b) C2B
c) B2G d) B2C
- iv. _____ consists of on-line buying and selling of shares and other financial instruments.
a) E-auction b) E-delivery
c) E-procurement d) E-trading
- v. _____ comprises of intermediaries who are involved in the business transactions beginning from the supplier, wholesaler, retailers and customer.
a) Electronic Data Interchange b) E-auction
c) Supply Chain Management d) E-delivery
- vi. _____ is a packaged business software system that allows a company to automate and integrate its processes.
a) Payment gateway b) Digital marketing
c) Enterprise Resource Planning d) E-communication
- vii. _____ is a disadvantage of payment gateway.
a) fixed fee per month b) less fraud
c) refunds d) security
- viii. Cyber Law in India are contained in the _____.
a) IT Act 2000 b) Companies Act 1956
c) Factories Act 1948 d) Indian Companies Act 2013
- 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. A blog is a _____.
a) Web log b) Website
c) Webpage d) Web link

B. State whether the following statement is True or False (ANY SEVEN)

[7 marks]

- SEVEN)**
- i. Lack of physical and personal touch are the main upsides of E-commerce.
 - ii. The full form of ATM in Banking sector is Any Time Money.

- iii. M-commerce allows users to access to the internet without needing to find a place to plug in.
- iv. E-procurement applications have undetermined scope.
- v. Brick and Mortar also known as click-and-mortar business model.
- vi. Most individuals are familiar with B2C form of e-commerce.
- vii. Electronic funds transfer is a payment method to transfer money from one bank account to another bank account.
- viii. A payment gateway is a service that gives merchants the ability to perform real time credit card authorization from a website over the internet.
- ix. Spam is unsolicited email.
- x. Digital Marketing does not allow personalization and cost reduction.

- Q.2** a. Bring out the difference between Traditional Business and E-commerce. [8marks]
b. Explain how do external environmental factors affect an E-commerce business? [7marks]

OR

- c. Describe the factors responsible for the growth of E-commerce. [8marks]
d. What is M-commerce? Discuss the trends in M-commerce. [7marks]

- Q.3** a. Explaining in brief the concept of data warehouse. [8marks]
b. Discuss the principle of web design. [7marks]

OR

- c. Discuss some techniques for maintaining a good relationship with customers in E-business. [8marks]
d. What do you mean by the e-auction? Explain its advantage. [7marks]

- Q.4** a. What is Credit Card? What are its challenges? [8marks]
b. Discuss E Cash & Electronic Funds Transfer in detail. [7marks]

OR

- c. Explain Payment Gateway process and its types? [8marks]
d. What are different types of Transaction Security? [7marks]

- Q.5** a. What is digital marketing? Explain the advantages of digital marketing. [8marks]
b. Discuss the advantage and disadvantage of Content Marketing. [7marks]

OR

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

- i. B2B E-commerce.
 - ii. Electronic Data Interchange
 - iii. Search Engine Optimization
 - iv. Methods of online market research.
 - v. Display advertising.
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