

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. _____ Factors of e-commerce include the general wealth and commercial health of the nation and elements that contribute to it.
a) Political b) Economic
c) Social d) Technological
 - 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. _____ was introduced in India in March 2004 through which electronic instructions can be given by banks to transfer funds from one account to another.
a) Real Time Gross Settlement b) Electronic Clearing Service
c) Automatic Teller Machine d) Point of Sale Terminal
 - iv. _____ is a limitation of E-commerce.
a) Wide reach b) Cost effective
c) Variety d) Privacy issue
 - v. E-delivery includes delivery of _____ goods.
a) electronics b) apparels
c) food d) e-books
 - vi. _____ is the exchange of data or business documents between two or more businesses.
a) CRM b) EDI
c) ERP d) SCM
 - vii. _____ is an E-Commerce application service provider that authorizes payment for e-business
a) payment gateway b) payment process
c) order processing d) process linking
 - 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 degree to which your brand name is known.
a) Brand loyalty b) Brand awareness
c) Brand equity d) Brand quality
 - 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]**
- It is a myth that no work experience is needed for an E-commerce business.
 - Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
 - E-commerce is a part of M-commerce.
 - Data warehouse is a collection of computer based information.
 - Bricks and clicks is a combination of physical and offline presence.
 - Electronic Data Interchange (EDI) eliminates the need paper based system.
 - E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
 - Electronic payment systems are prone to frauds.
 - Search Engine Marketing (SEM) is a short term approach.
 - Influencer marketing is not as controllable as traditional marketing.

- Q.2**
- Define E-commerce. State and explain the features of E-commerce. [8marks]
 - Explain the various categories of E-commerce with suitable examples. [7marks]

OR

- Discuss the advantages of E-commerce to Businesses and Consumers. [8marks]
- Explain the trends in Banking and Education sectors of E-commerce. [7marks]

- Q.3**
- What are the applications of EDI? [8marks]
 - What is launching an e-business? [7marks]

OR

- Explain the advantages and disadvantages of E-Delivery. [8marks]
- State the difference between traditional business and e-business. [7marks]

- Q.4**
- Explain issues relating to Privacy and Security in E business? [8marks]
 - What is Smart Card? What are its benefits? [7marks]

OR

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

- Q.5**
- What do you mean by digital marketing? Discuss its evolution. [8marks]
 - Explain Search Engine marketing. [7marks]

OR

- Q.5 Write note on the following (ANY THREE) [15 marks]**
- E-commerce Industry: the Indian scenario
 - Bricks and clicks
 - Social Media Optimization
 - Web Analytics
 - Viral Marketing.
