Time: 2 Hrs. 30 Min.				Max. Marks: 75
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Instructions:

- All the questions are compulsory.
 All the questions have internal choice.
- 3.

.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	4
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 oter	(), =
	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.	y
	a) Electronic Data Interchange b) E-auction	
The same	c) Supply Chain Management d) E-delivery	
vi.	is a packaged business software system that allows a	
7	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	
OF	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	
х.	A blog is a	
	a) Web log b) Website	
	c) Webpage d) Web link	
В.	State whether the following statement is True or False (ANY	[7 marks]
	SEVEN)	
çi.	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. E-procurement applications have undetermined scope. iv. Brick and Mortar also known as click-and-mortar business model. v. Most individuals are familiar with B2C form of e-commerce. vi. Electronic funds transfer is a payment method to transfer money from vii. 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. Spam is unsolicited email. ix. Digital Marketing does not allow personalization and cost reduction. Χ. Bring out the difference between Traditional Business and E-[8marks] **Q.2** a. commerce. Explain how do external environmental factors affect an E-commerce b. [7marks] business? OR Describe the factors responsible for the growth if E-commerce. [8marks] c. d. What is M-commerce? Discuss the trends in M-commerce. [7marks] Q.3 Explaining in brief the concept of data warehouse. [8marks] a. Discuss the principle of web design. [7marks] b. Discuss some techniques for maintaining a good relationship with [8marks] c. customers in E-business. What do you mean by the e-auction? Explain its advantage. d. [7marks] What is Credit Card? What are its challenges? [8marks] a. Discuss E Cash & Electronic Funds Transfer in detail. b. [7marks] OR Explain Payment Gateway process and its types? c. [8marks] What are different types of Transaction Security? d. [7marks] What is digital marketing? Explain the advantages of digital [8marks] a. marketing? Discuss the advantage and disadvantage of Content Marketing. b. [7marks] Q.5 Write note on the following (ANY THREE) [15 marks] B2B E-commerce. ii. Electronic Data Interchange iii. Search Engine Optimization

iv.

v.

Methods of online market research.

Display advertising.