

- 1. All the questions are compulsory.**
- 2. All the questions have internal choice.**
- 3. Figures to the right indicate maximum marks.**

**[8 marks]**

- [7 marks]**

- 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 if 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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