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KADI SARVA VISHWAVIDYALAYA
B.E. Semester-VI (IT) Examination April -2025

SUBJECT CODE: IT605G-N

SUBJECT NAME: E-Commerce and E-Business

DATE: 16/04/25

TIME: 12:30 to 3:30 pm

TOTAL MARKS: 70

Instructions:

1. Answer each section in separate Answer Sheet.
2. Use of scientific Calculator is permitted.
3. All questions are compulsory.
4. Indicate clearly, the options you attempted along with its respective question number.
5. Use the last page of main supplementary for rough work.

SECTION – 1

- Q-1.** **A)** Explain Business model for E-Commerce and business processes. **5**
 B) What is E-Tailing? Explain Advantages and Disadvantages of it. **5**
 C) Define market segment and explain communication between different market segments. **5**

OR

- C)** What is E-Commerce? Explain benefits and limitation of E-commerce. **5**
- Q-2.** **A)** Define E-Market place? Explain E-Market place function and their features. **5**
 B) List and explain various types of auctions and their characteristics. **5**

OR

- Q-2.** **A)** What are the different ways for advertising on the web? Explain with advantages and disadvantages. **5**
 B) Explain Electronic Wallet and Stored Value Cards in brief. **5**

- Q-3.** **A)** Define the following term: ERP, E-SCM, E-Payment, CRM and SCM. **5**
 B) What is E-Procurement? Explain process, method and its benefits. **5**

OR

- Q-3.** **A)** Write a short note on supply chain management. **5**
 B) Explain the Impact of E-Business on Different Fields and Industries. **5**

SECTION – 2

- Q-4. A) Discuss about the on-demand delivery system. 5
- B) What is Banking and Personal Finance Online in E-commerce? How can consumers protect themselves from fraud in online banking for e-commerce? 5
- C) Define electronic learning. Discuss the benefits and drawbacks of e-Learning. 5

OR

- C) What is e-content development? What are the main tools used in e-content development? 5
- Q-5. A) Describe the major technology used in e-learning. 5
- B) Explain the challenges and opportunity of E-government. 5

OR

- Q-5. A) What is the role of e-government in e-commerce? Explain how digital tax systems improve transparency in e-commerce through e-government initiatives. 5
- B) What is M-Commerce, and how does it differ from E-Commerce? How does mobile payment work in M-Commerce? 5
- Q-6. A) Explain the techniques of search engine optimization. 5
- B) Suppose you want to extend your business online. How will you convince the business partners to go online? Explain with suitable example. 5

OR

- Q-6. A) List and explain the types of M-commerce services. 5
- B) What is Web marketing strategy? Explain 4P's of marketing and Product based marketing strategies and customer-based marketing strategies. 5

*****BEST OF LUCK*****