

# P32/P131/CMP263/CMP401/CMP513/EE/20240116

**Time : 3 Hours**

**Marks : 80**

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**Instructions :**

1. All Questions are Compulsory.
  2. Each Sub-question carry 5 marks.
  3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
  4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
  - a) What is mean by Broadband Technologies? 5
  - b) Explain Wireless Technologies. 5
  - c) What are Strategies for Web Site Development? 5
  - d) Define Networks and Internets. 5
  - e) Explain Traditional Marketing. 5
2. Solve any **four** sub-questions.
  - a) Define the term Virtual Value Chain. 5
  - b) Explain Online Marketing. 5
  - c) Write description Digital Token-based. 5
  - d) Define and explain Customer Relationship Management. 5
  - e) Explain Online Extension of BAM Model. 5
3. Solve any **four** sub-questions.
  - a) Write a note on the Classification of New Payment Systems. 5
  - b) Explain Risk in E-Payment Systems. 5
  - c) What is Internet Marketing Trends? 5
  - d) What are the Advantages of E-Commerce? 5
  - e) Write Seven Dimensions of E-Commerce Strategy. 5

4. Solve any **four** sub-questions.
- a) State the term World Wide Web. 5
  - b) What is Digital Signature? 5
  - c) Describe the term E-Supply Chain goals. 5
  - d) How to provide Security on the Net. 5
  - e) Explain the Information Technology Act, 2000. 5

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