SILVER OAK UNIVERSITY
EDUCATION TO INNOVATION

ज्ञानं परमं भूषणम्

College of Technology
Bachelor of Technology
Information Technology

Semester:	7	Academic Year:	2024-25
Course Name:	E commerce and E business with Digital marketing	**Course Code:**	1010103461

Question bank

Sr. No.	Question Text	Marks	CO
Unit 1 : Fundamental of E-Commerce and E-Business			
1	What is electronic commerce? Enlist advantages and disadvantages of electronic commerce.	3	CO-1
2	Define e-commerce and e-business.	4	CO-1
3	Differentiate between E-business and E-commerce. Explain the growth of E-commerce in India	4	CO-1
4	Identify three limitations of e-commerce.	3	CO-1
5	"E-commerce technology has some unique features." Describe features of e-commerce technology.	6	CO-1
6	Explain limitations of e-commerce?	5	CO-1
7	Discuss the scope of e-commerce.	4	

8	Difference between E-Commerce practice vs. traditional practice	4	CO-1
9	Discuss differences between local and mobile Marketing.	4	CO-1
10	Describe the Merits and Demerits of E-Commerce	4	CO-1
11	Define E-commerce and explain the different types of E-commerce. What are legal issues related to e-commerce? What are the 9 categories of e-commerce?	8	CO-1
12	Explain in detail the technologies used in e-commerce.	8	CO-1
13	Analyze the various types of e-commerce with examples.	8	CO-1

Unit 2 : Business models for E - Commerce

10	What is an E-commerce business model ? Which are the eight key elements of e-commerce business model ? Describe the E-Business	8	CO-2
11	What is M-Commerce? M-Commerce examples and types? Explain Manufacture Model and Brokerage Model in detail	8	CO-2
12	What are the three types of Mobile-commerce?	5	CO-2
13	What is Local e-commerce with example?	4	CO-2
14	Difference between B2C and B2B	4	CO-2
15	Describe the C2C and C2G business models.	4	CO-2
16	What is B2B? Discuss major B2B Models in detail.	4	CO-2
17	What is local e-commerce, and how does it differ from traditional e-commerce?	4	CO-2
18	Outline the key components of the advertising model in e-commerce.	4	CO-2
19	Compare and contrast the different e-business models based on the relationships of transaction parties (B2C, B2B, C2C, C2G, G2G, B2G).	8	CO-2
20	Evaluate the benefits and challenges of the manufacture model in e-commerce.	8	CO-2

21	Discuss the significance of the brokerage model and provide examples of its application in e-commerce.	8	CO-2
**Unit 3 : E-Business applications, E-Procurement and E- Payment Systems**		
22	Define e-procurement.List three benefits of e-procurement.	3	CO-2
23	What are smart cards?	3	CO-2
24	Discuss the integration of e-business suits.	4	CO-2
25	Explain supply chain management and procurement process in E-Commerce	5	CO-2
26	What is E-Procurement?What are the types of procurement?	4	CO-2
27	Explain Advertising on the web, in detail.	6	CO-2
28	Evaluate the significance of CRM systems in maintaining customer relationships in e-business.	8	CO-2
29	Explain the role and integration of ERP in e-business suites.	8	CO-2
30	Define CRM and explain its architecture.	5	CO-2
31	Write short note on: Enterprise resource planning (ERP)	5	CO-2
32	Write short note on: Supply chain management E-(SCM)	6	CO-2
33	What are common electronic payment methods? Discuss them.	8	CO-2
34	Explain in detail different types of e-commerce payment system available for a company to offer payment options to its customer.	6	CO-2
35	Write short note on: Electronic Wallets	4	CO-2
36	Write short note on: Payment Cards	4	CO-2
37	What is Electronic Cash? Explain its Advantages and Disadvantages.	6	CO-2
**Unit 4 : Infrastructure and security of E-Commerce**		
38	Explain various types of auctions and their key characteristics.	6	CO-3
39	What is one of the weaknesses of internet advertising?	4	CO-3

40	What are portals and types of portals?	4	CO-3
41	What is a web portal and its types?	5	CO-3
42	Suppose you own an e-commerce company, what are technology solutions and tools available to you in order to achieve site security?	8	CO-3
43	What is E-Commerce Security? Discuss different dimensions of E-Commerce Security	6	CO-3
44	Discuss the major security threats and its impact on E-commerce.	8	CO-3
45	How do you implement security in e-commerce?	4	CO-3
46	Explain the concept of encryption in e-commerce.	3	CO-3
47	List the steps involved in registering an internet domain.	3	CO-3
48	What are digital signatures?	3	CO-3
49	Discuss the steps involved in setting up a secure e-commerce platform, focusing on encryption and digital signatures.	8	CO-3
50	Explain the various methods for maintaining secure information in e-commerce and their importance in preventing cyber threats.	8	CO-3
Unit 5 : Marketing strategies & E – Commerce			
51	Discuss different Advertisement methods of E-Commerce in brief.	6	CO-3
52	What is an advertising model in e-commerce?	4	CO-3
53	What are the 8 different types of advertising?	8	CO-3
54	What are the opportunities of e-commerce in India?	5	CO-3
55	Explain the concept of a portal in the context of e-commerce.	3	CO-3
56	Describe the importance of search engines in e-commerce marketing.	4	CO-3
57	What are the weaknesses of internet advertising?	4	CO-3
58	Outline the process of creating an effective internet advertising campaign.	4	CO-3

59	Discuss the key considerations in designing a website for e-commerce.	8	CO-3
60	Explain the strengths and weaknesses of internet advertising in detail.	8	CO-3

UNIT-6 Digital Marketing

61	Define the digital marketing mix.	3	CO-4
62	What is Pay for Search advertising?	3	CO-4
63	List three types of display ads used in digital marketing.	3	CO-4
64	What are the 5 D's of digital marketing?	5	CO-4
65	Outline the process of creating an ad campaign on YouTube.	4	CO-4
66	Discuss the importance of analytical tools in digital marketing.	4	CO-4
67	Is search engine advertising effective?	4	CO-4
68	What are the 10 steps to a successful socia media strategy?	8	CO-4
69	How important is social media marketing?	4	CO-4
70	Discuss in detail the different models of buying display ads in digital marketing.	8	CO-4
71	Discuss the strategies for effective marketing on Facebook, LinkedIn, Twitter, Instagram, and Snapchat, highlighting the unique characteristics of each platform.	8	CO-4
72	Why is programmatic better than Google ads?	4	CO-4

UNIT-7 E-Commerce and E-Business in India

73	Which are the factors playing a role for the growth of e-commerce in India?	4	CO-5
74	Write a short note on E-business Opportunities.	5	CO-5
75	What is Local e-commerce with example?	4	CO-5
76	Differentiate between E-business and E-commerce. Explain the growth of E-commerce in India	5	CO-5
77	What is the role of the government in the development of e-commerce in India?	3	CO-5

78	Explain the application of Blockchain technology in E-commerce	6	CO-5
79	Explain the future prospects of e-commerce in India.	3	CO-5
80	Describe the concept of e-government and its significance in promoting e-commerce.	4	CO-5
81	Analyze the impact of government policies on the development of e-commerce in India.	8	CO-5
82	What is blockchain technology?	3	CO-5
83	Name three applications of blockchain technology in e-commerce.	3	CO-5
84	How does blockchain enhance security in e-commerce transactions?	3	CO-5
85	Discuss how blockchain improves transparency in e-commerce transactions.	4	CO-5
86	Describe the role of smart contracts in blockchain-based e-commerce systems.	4	CO-5
87	What are the challenges of implementing blockchain technology in e-commerce?	4	CO-5
88	Analyze the impact of blockchain technology on enhancing security and transparency in e-commerce transactions.	8	CO-5
89	Explain the regulatory challenges associated with blockchain adoption in e-commerce.	8	CO-5

Course Coordinator   **Head of Department**