**SHORT ANSWERS [ 10 Marks ]**

**Q.1 Write the major trends in online retail according to the survey to year 2018-2019? (Search from Internet)**

1. Private label will grow online
2. The retail landscape will be rearranged
3. Bankruptcies expected to slow
4. Loyalty gets more relevant
5. Shopping via tech gets more sophisticated
6. The cost of e-commerce will force a reckoning

**Q.2 What are the visions of Ecommerce retail?**

E-commerce sales are sales of goods and services where the business takes place over the Internet, an extra-net, Electronic Data Interchange (EDI) network, or other online system. Payment may or may not be made online. Business in this context is defined as an order placed by the buyer or price and terms of sale negotiated.

**Q.3 What is economic viability? Differentiate between two business analysis approaches.**

**Economic Viability**

The economic analysis can be conducted using a variety of methods, for example, the payback period method, internal rate of return method, net present value method, etc.

**Differentiate between two business analysis approaches.**

While the strategic analysis focus on margin deals with percentages, a cost reduction strategy usually examines total costs in the relevant categories.

The financial analysis examines the sources of major cost items for each product, and looks for ways to reduce the costs.

**Q.4 Write in detail about any two models used as feature selection filter model.**

**1. Genetic Algorithm**

You can perform a supervised feature selection with genetic algorithms using the gafs(). This is quite resource expensive so consider that before choosing the number of iterations (iters) and the number of repeats in gafsControl().

**2. Simulated Annealing**

Simulated annealing is a global search algorithm that allows a suboptimal solution to be accepted in hope that a better solution will show up eventually.

**Q.5 How balance sheets are prepared, give short example.(Search from internet)**

1. Setting Up Your Balance Sheet
2. Preparing the Assets Section
3. Preparing the Liabilities Section
4. Calculating Owner's Equity and Totals

EX: Cash

**Q.6 Write advantages of internet and traditional media.**

**Television: traditional media**

1. -inexpensive
2. -strong audience
3. -low cost per contact

**Internet**

1. Selling and making money. ...
2. Collaboration, work from home, and access to a global workforce. ...
3. Donations and funding. ...
4. Entertainment.

**Q.7 What challenges the content producers and owners are facing?**

**owners :**

1. Navigating complex copyright laws
2. Communicating with increasingly complex spam filters
3. Avoiding too much social media noise

**Producers:**

1. Content Producer Burnout
2. Difficulty Measuring ROI
3. Lacking technical knowhow
4. Increasing Competition

**Q.8 Search the newspapers of Saudi Arabia online and write any two or three latest news published in it?**

RIYADH — The Ministry of Environment, Water and Agriculture has said documentation of rainfall rates in the Kingdom for the past 50 years indicated that it is about 103 millimeters per year, and the annual volume of rain is about 166 billion cubic meters. The average volume of torrents that occur from these rains is estimated at about eight billion cubic meters annually, according to Dr. Abdullah Aba Al-Khail, spokesman of the ministry.

RIYADH: The Human Resources Development Fund (Hadaf) announced that the number of small and medium-sized enterprises (SMEs) registered on the Forsah platform for the 9/10ths Program has increased to 9,210 enterprises, and the total published value has exceeded SR526 million ($140 million).

**Q.9 Write about the different types of E-Book industry revenue models.**

1. Online bookstores
2. Subscription services

**Q.10 Differentiate between technological and content convergence.**

Technological convergence

development Hybrid devices that can define one function from two or more from the list of media platforms in one device.

content convergence

convergence in the format, manufacture, and division of content.