Q1. Answer All question. Choose the best option among the given options: (2*10=20)

1. The dimension of e-commerce that enables commerce across national boundaries is called_____.
A. interactivity.
B. global reach.
C. richness.
D. ubiquity.

2. E-commerce technologies have improved upon traditional commerce technologies in_____.
A. richness.
B. reach.
C. both richness and reach.
D. neither richness nor reach.

3. Which one of the following is not one of the major types of e-commerce?
A. C2B.
B. B2C.
C. B2B.
D. C2C.

4. Compared to B2C e-commerce, B2B e-commerce is _____.
A. of equal size.
B. slightly smaller.
C. slightly larger.
D. much larger.

5. Which of the following is not considered to be one of the three phases of e-commerce?
A. Innovation.
B. Consolidation.
C. Preservation.
D. Reinvention.

6. The idealistic market envisioned at the outset of the development of e-commerce is called a_____.
A. Bailey market.
B. Baxter market.
C. Bergman market.
D. Bertrand market.

7. The primary source of financing during the early years of e-commerce was _____.
A. bank loans.
B. large retail firms.
C. venture capital funds.
D. initial public offerings.

8. The type of firms that benefited the most during the consolidation period of e-commerce were _____.
A. large, traditional firms.
B. first movers.
C. pure online companies.
D. ISPs

9. All of the following are technologies used to gather information about you online except_____.
A. spy ware.
B. cookies.
C. Gmail.
D. anonymizers.

10. A _____ is the set of planned activities designed to result in a profit in a marketplace.
A. business model.
B. profit model.
C. business plan.
D. revenue model.

Q2. Short Questions, Answer <u>Any Four</u> of the following: (5*4=20)

a) What do understand by E-Commerce? Explain its objectives,advantages and disadvantages.
b) How E- commerce in India is flourishing day by day?
c) Explain E-customer Relationship management.
d) How Electronic Payment System is more evident than the traditional Payment System?
e) Explain Electronic Supply Chain Management System in detail.
f) What are the types of threats occurring in E-commerce and how these threats are being handled?

Q3. Long Questions, Answer <u>Any Three</u> of the following: (10*3=30)

a) Explain the basic architecture of E-Commerce. Differentiate between traditional Commerce and E-Commerce.
b) Explain different types of E-Commerce models in detail.
c) Explain the following with respect to Electronic Payment System:
   1) Credit Card   2) Smart Card   3) E-Cash   4) E- Cheque
d) What are the different Cyber Laws and Business Ethics? Explain.
e) As an E-commerce and IT expert , how will you improve E-marketing in Current Scenario?