	Tin	1e: 2 I	Irs. 30 Min.	x. Marks: 75
		tructio		
1.	All	the qu	estions are compulsory.	. 4
2.	All	the qu	nestions have internal choice.	
3.	Figi	ures to	the right indicate maximum marks.	
				[8 marks]
Q	.1	A.	Fill in the blanks (ANY EIGHT)	
			The state of the second of the	
	1	i.	E-commerce in education sector is called as  a) E-teaching b) E-learning	
			-/	
		ii.	is a myth about E-commerce.  a) It is difficult  b) It is not free	
			" illiam dol	lars
		iii.	Personalization readure can occur in	Q 1
			business.  a)B2B  b) C2B	
			N Page	1 P
			c) B2G d) B2C consists of on-line buying and selling of shares and	oter
		iv.		A Committee of the Comm
		1-2	financial instruments.  a) F-auction  b) E-delivery	.54
		101	a) E-duction	
	1	\$ 1	c) E-procurement d) E-trading comprises of intermediaries who are involved in	the
		v.	business transactions beginning from the supplier, wholesaler, reta	ilers
			business transactions beginning from the	
,			and customer.  a) Electronic Data Interchange  b) E-auction d) E-delivery	, ×.
			G 1 Chain Management U) E-uclively	3
			is a packaged business software system that allows	a
	- 1,0	Vi.	company to automate and integrate its processes.	
			company to automate and marketing  b) Digital marketing	
1000		4	a) Payment gateway c) Enterprise Resource Planning d) E-communication	
1		500	is a disadvantage of payment gateway.	
		-V11.	D) less flaud	
	-1		a) fixed fee per month d) security	
	V.		c) refunds Cyber Law in India are contained in the  Companies Act 1956	
4		viii.	DI COMPANICS ACC 1990	
		5.3	a) In Act 2006 d) Indian Companies Act 2013	
			is a free service that allows internet users to pull au	dio
		ix.	files from a website to listen on their computers or mobiles.	
			files from a website to fister on the b) Podcasts	
		~.	a) Vodcasts	
		. 3	c) Blog	
		Х.	A blog is a b) Website	
		7	a) Web log	
			c) Webpage	
			State whether the following statement is True or False (ANY	[7 marks]
		B.;		
		V	SEVEN) Lack of physical and personal touch are the main upsides of E-	-
		i.	Lack of physical and personal touch are the manner	
			commerce. The full form of ATM in Banking sector is Any Time Money.	
		ii.	The full form of ATM in Banking sector is 7 mg	
	0/2	10 %	Page 1 of 2	

		and the second s	*
	iii.	M-commerce allows users to access to the internet without needing to	
		find a place to plug in.	
	3	That a place to plug in.	
	iv.	E-procurement applications have undetermined scope.	
	v.	Brick and Mortar also known as click-and-mortar business model.	
1.	vi.	Most individuals are familiar with B2C form of e-commerce.	
	vii.	Electronic funds transfer is a payment method to transfer money from	
		one bank account to another bank account.	
	viii.	A payment gateway is a service that gives merchants the ability to	18
	*****	perform real time credit card authorization from a website over the	
		internet.	10 35
	ix.	Spam is unsolicited email.	31
9	х.	Digital Marketing does not allow personalization and cost reduction.	₹ <sup>6</sup>
			[8marks]
Q.2	a.	Bring out the difference between Traditional Business and E-	[8marks]
		commerce	(N)
	b.	Explain how do external environmental factors affect an E-commerce	[7marks]
	U.	Luci-202	
		business?	
		Describe the factors responsible for the growth if E-commerce.	[8marks]
	c.	Describe the factors responsible for the growth in E-commerce	[7marks]
	d.	What is M-commerce? Discuss the trends in M-commerce.	3
	7.7		[8marks]
Q.3	a. ·	Explaining in brief the concept of data warehouse.	[7marks]
. `	b.	Discuss the principle of web design.	[/illal ks]
	. 7	OR	(O 1-1
4.	c.	Discuss some techniques for maintaining a good relationship with	[8marks]
	<b>c.</b>	oustomers in F-husiness	*
		What do you mean by the e-auction? Explain its advantage.	[7marks]
1	d.	what do you mean by the c dashed	
		The Court of the Challenges?	[8marks]
Q.4	a.	What is Credit Card? What are its challenges?	[7marks]
	Ъ.	Discuss E Cash & Electronic Funds Transfer in detail.	[
20%		OR OR ST	[8marks]
13.	c.	Explain Payment Gateway process and its types?	
	d.	What are different types of Transaction Security?	[7marks]
C.	4.		
	V.	What is digital marketing? Explain the advantages of digital	[8marks]
Q.5	a.	1-4:-49	
201	. *	marketing? Discuss the advantage and disadvantage of Content Marketing.	[7marks]
10	b. 🐬	Discuss the advantage and disadvantage of content transfer	•
72.	*	OR	(15 montes)
0.5		Write note on the following (ANY THREE)	[15 marks]
Q.5		B2B E-commerce.	
A. 10	1.	Electronic Data Interchange	
-		Garate Engine Optimization	
	iii.	Search Engine Optimization	
4	iv.	Methods of online market research.	
1	V.	Display advertising.	
-		Mg	
- F	The second second		