| Time: 2 Hrs. 30 Min. |  | Max. Marks: 75 |
|----------------------|--|----------------|
|                      |  |                |

## **Instructions:**

- 1. All the questions are compulsory.
- 2. All the questions have internal choice.

| A.           | Fill in the blanks (ANY EIGHT  |   | [8 marks] |  |  |  |
|--------------|--|---|-----------|--|--|--|
| i.           | , (C)  | e-commerce include the general wealth                                   |           |  |  |  |
|              |  | and commercial health of the nation and elements that contribute to it. |           |  |  |  |
|              | a) Political   | b) Economic   | 25        |  |  |  |
|              | c) Social  | d) Technological  |           |  |  |  |
| ii.          | V / V / V / V / V / V / V / V / V / V /                                  | A consumer in search of a personal loan compares various quotations on  |           |  |  |  |
|              | website, is an example of  | E-commerce.   |           |  |  |  |
|              | a) C2C   | b) B2C  |           |  |  |  |
|              | c) C2B   | d) B2B  |           |  |  |  |
| iii.         | was introduced in  | India in March 2004 through which                                       |           |  |  |  |
|              | electronic instructions can be given by banks to transfer funds from one |   |           |  |  |  |
|              | account to another.  |   |           |  |  |  |
|              | a) Real Time Gross Settlement  | b) Electronic Clearing Service  |           |  |  |  |
|              | c) Automatic Teller Machine  | d) Point of Sale Terminal   |           |  |  |  |
| iv.          |  | ion of E-commerce.  | OF.       |  |  |  |
|              | a) Wide reach b) Cost effe   |   |           |  |  |  |
|              | c) Variety d) Privacy i  |   |           |  |  |  |
| <b>v</b> .   | E-delivery includes delivery of  | goods.  |           |  |  |  |
| 16           | a) electronics   | b) apparels   |           |  |  |  |
|              | c) food  | d) e-books  |           |  |  |  |
| vi.          |  | hange of data or business documents                                     |           |  |  |  |
|              | between two or more businesses.  |   |           |  |  |  |
|              | a) CRM   | b) EDI  |           |  |  |  |
|              | c) ERP   | d) SCM  |           |  |  |  |
| vii          |  | plication service provider that authorizes                              |           |  |  |  |
| <i>)</i>     | payment for e- business  | provider that dutilonizes   |           |  |  |  |
|              | a) payment gateway   | b) payment process  |           |  |  |  |
|              | c) order processing  | d) process linking  |           |  |  |  |
| viii         |  | search results in the search engine                                     |           |  |  |  |
|              | results page.  | search results in the search engine                                     |           |  |  |  |
|              | a) Search Engine Marketing   | b) Pay per click  |           |  |  |  |
|              | c) Search Engine Optimization  | d) Cost per click   |           |  |  |  |
| ix.          |  | which your brand name is known.   |           |  |  |  |
| 1 <b>A</b> . | a) Brand loyalty   | b) Brand awareness  |           |  |  |  |
|              | c) Brand equity  | d) Brand quality  |           |  |  |  |
| v            |  | 1 2   |           |  |  |  |
| Д.           | is the use of social media channels to spread any message for            |   |           |  |  |  |
|              | creating brand awareness.  | h) Plag   |           |  |  |  |
| 1            | a) Viral marketing   | b) Blog   |           |  |  |  |
| 1            | c) Content marketing   | d) Influencer marketing   |           |  |  |  |

|              | <b>B.</b> i. | State whether the following statement is True or False (ANY SEVEN) It is a myth that no work experience is needed for an E-commerce | [7 marks]     |
|--------------|--------------|---|---------------|
|              | 1.           | business.   |               |
|              | ii.          | Electronic Clearing Service is a retail payment system that can be used to make bulk payments.                                      |               |
|              | iii.         | E-commerce is a part of M-commerce.   | OF ST         |
|              | iv.          | Data warehouse is a collection of computer based information.   | 3'            |
|              | v.           | Bricks and clicks is a combination of physical and offline presence.  |               |
|              | vi.          | Electronic Data Interchange (EDI) eliminates the need paper based system.   | Second Second |
|              | vii.         | E-Commerce law involves payment, delivery and e-signature for B2C transactions only.  |               |
|              | viii.        | Electronic payment systems are prone to frauds.   |               |
|              | ix.          | Search Engine Marketing (SEM) is a short term approach.   |               |
|              | х.           | Influencer marketing is not as controllable as traditional marketing.   |               |
| Q.2          | a.           | Define E-commerce. State and explain the features of E-commerce.  | [8marks]      |
| <b>~</b> ·-  | b            | Explain the various categories of E-commerce with suitable examples.  | [7marks]      |
|              |              | OR  |               |
|              | c.           | Discuss the advantages of E-commerce to Businesses and Consumers.   | [8marks]      |
|              | d.           | Explain the trends in Banking and Education sectors of E-commerce.  | [7marks]      |
| 0.3          | a.           | What are the applications of EDI?   | [8marks]      |
| <b>Q.</b> 87 | b. 2         | What is launching an e-business?  | [7marks]      |
| 9            |              | OR  | [/114113]     |
|              | C.           | Explain the advantages and disadvantages of E-Delivery.   | [8marks]      |
|              | d.           | State the difference between traditional business and e-business.   | [7marks]      |
|              |              |   |               |
| Q.4          | a.           | Explain issues relating to Privacy and Security in E business?  | [8marks]      |
|              | b.           | What is Smart Card? What are its benefits?  | [7marks]      |
|              | (6)          | OR Explain different types of Electronic Payment System.  | [8marks]      |
|              | d.           | What are features of Electronic Payment System?   | [7marks]      |
|              | u.           | What are reactives of Electronic Layment System.  | [/marks]      |
| Q.5          | a.           | What do you mean by digital marketing? Discuss its evolution.   | [8marks]      |
|              | <b>b</b> .   | Explain Search Engine marketing.  | [7marks]      |
|              | E.           | OR  |               |
| Q.5          |              | Write note on the following (ANY THREE)   | [15 marks]    |
|              | i.           | E-commerce Industry: the Indian scenario  |               |
| 9            | ii.          | Bricks and clicks   |               |
|              | iii.         | Social Media Optimization   |               |
|              | iv.          | Web Analytics   |               |
|              | 9 v.         | Viral Marketing.  |               |
|              | 4            |   |               |
|              |              |   |               |

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