

Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.  
Figures to the right indicates maximum marks

- Q1. A** Choose the correct alternative: (Answer any **Eight**) 8
- 1 E-Infrastructure and E-markets are the basic components of \_\_\_\_\_.  
a) B2B    b) B2C    c) B2G    d) None
  - 2 High Levels of inflation affects E-Commerce business that deals with  
a) Essential Items    b) Luxurious Items    c) Both a & b    d) None
  - 3 Flipkart is an example of \_\_\_\_\_ category of E-commerce.  
a) B2B    b) B2C    c) C2B    d) C2C
  - 4 E-delivery includes \_\_\_\_\_ delivery of good & rendering of services.  
a) Electronic    b) physical    c) shipment    d) manual
  - 5 \_\_\_\_\_ Business model used both online & offline presences.  
a) Bricks & Mortar    b) online store    c) offline store    d) Bricks & clicks
  - 6 EFT means the Electronic Fund \_\_\_\_\_.  
a) Transmission    b) Travel    c) Transport    d) Transfer
  - 7 Disintermediation means there is an elimination of the \_\_\_\_\_.  
a) Traders    b) Customers    c) Supplier    d) Middleman
  - 8 M-governance is not replacement but \_\_\_\_\_ for E-governance.  
a) Complement    b) Supplement    c) Both a & b    d) None
  - 9 E-commerce in education had lead to \_\_\_\_\_.  
a) Personalized learning    b) Gamification    c) Both a & b    d) None
  - 10 Electronic payment system offers  
a) Convenience    b) Reduced Risk    c) both A & B    d) None

- Q.1. B.** State True or False (Answer Any **Seven**) 7
- 1 Amazon.com is an example of B2C business Model.
  - 2 E-commerce includes business to business transaction only
  - 3 The electronic payment mode is compulsorily required in E-commerce
  - 4 There is no grace period in case of debit card
  - 5 RTGS system was introduced in March 2004 in India.
  - 6 Hacking means an unauthorized access
  - 7 Viral marketing includes right message to the right person in right environment
  - 8 Digital marketing helps to build or repair public opinion on a given issue
  - 9 A good website is one which is scalable

- Q.2.**
- A** What is E-Commerce? How is E Commerce superior to Traditional Commerce in today's business scenario? 8
- B** Discuss the recent trends in E-Commerce in Education & Banking Sector. 7

(OR)

- C Explain the following categories of E Commerce with relevant examples: 8  
 i. B2C ii. C2C  
 D Explain M-Commerce and its benefits 7

**Q.3**

- A Write a short notes on benefits of EDI 8  
 B Explain CRM & SCM. 7  
 (OR)  
 C Explain the steps involved in launching an E-Business. 8  
 D Explain the advantages & Disadvantages of Payment Gateway. 7

**Q.4**

- A Explain Privacy & Security Issues and discuss the issues related to them. 8  
 B Explain: Smart Card, Credit Card & E-Cheques 7  
 (OR)  
 C Explain the Digital Marketing on various social media platforms. 8  
 D Explain the latest Development & Strategies in Digital Marketing 7

- Q.5 A.** Write Short Notes on the Following (Answer Any Three) 15  
 a. Content Marketing  
 b. Blog Marketing  
 c. IT Act 2000  
 d. SEO  
 e. E- Auction

- (OR)  
**B** Solve the Following Case Study  
 Star Candles, a company that features rings beneath the wax of its candles. By utilizing customer-contributed photos on its Facebook page, Star Candles upped conversion rates and attracted more than 290,000 new Facebook fans.

For minimal effort, your ecommerce site has the potential to produce maximum results. Determine how your product can start a conversation in consumers' social networks and then capitalize on it.

- Q1. How can social media be used to increase market share of a brand? 5  
 Q.2 Explain how can you market online on other social media platforms, besides Facebook. 5  
 Q.3 Explain how a company can improve customers' interaction with its Facebook page 5