

Q.P. Code :09970

2 Hours

Total Marks: 60

- N. B.: 1. All questions are compulsory
2. Figures to indicate full marks

- Q 1. a) Explain the roadmap of E-commerce in India
b) What are the benefits of E-commerce?

15

OR

- ✓ c) Explain the characteristics of Business to Business (B2B)
d) With help of diagram explain the E-commerce Sales Product Life cycle

- Q 2. a) Elucidate the various reasons for building own website

- ✓ b) Explain the arguments for (pros) Electronic Data Interchange (EDI)

OR

- c) Highlight the applications to Customer Relationship Management
d) What are the differences between the Conventional organization and the E-organization? Explain

- Q 3. a) Discuss the various techniques of E-marketing

- b) Describe the arguments against (cons) online shopping

15

OR

- c) Elaborate the characteristics of E-payment service
d) Explain the operational and credit risks of E-payment system

- Q. 4 A) Fill in the blanks with the help of proper option

05

1. The 'Zappos' online shop is famous for ----- product

- a) Shoe
b) Medicines
c) cosmetics
d) Jewellery

2. ----- is one of the challenges of E-commerce towards customers

- a) Quality Product
b) 24 x 7
c) Cost reduction
d) Best price and deals

3. Mr. Giffin and Mr. Riddings discussed ----- type/s of E-CRM in 2002

- a) Operational
b) Collaborative
c) Analytical
d) All of these

4. ----- advertisements are featuring a headline title destination URL and an optional photo

- a) Mobile
b) Flash
c) AdMob
d) Reddit

5. The main object of the encryption is to ----- the secrecy of store digital data

- a) Disclose
b) Open
c) Protect
d) Verify