

Time: 2 Hrs.30 Min.

Max. Marks:75

Instructions:

1. All the questions are compulsory.
2. All the questions have internal choice.
3. Figures to the right indicate maximum marks.

Q.1 A. Fill in the blanks (ANY EIGHT) [8 marks]

- i. \_\_\_\_\_ is a benefit of E-commerce.
  - a. Cost savings
  - b. Touch and feel
  - c. Privacy issue
  - d. Resistance to change
- ii. Writing reviews on Google Play Store is \_\_\_\_\_ E-commerce.
  - a. C2B
  - b. B2B
  - c. C2C
  - d. B2G
- iii. A consumer in search of a personal loan compares various quotations on website, is an example of \_\_\_\_\_ E-commerce.
  - a. C2C
  - b. B2B
  - c. C2B
  - d. B2C
- iv. There is a global business reach just by creating a \_\_\_\_\_ and uploading it on the server.
  - a. retail store
  - b. computer cyber
  - c. website
  - d. small business
- v. \_\_\_\_\_ is the exchange of data or business documents between two or more businesses.
  - a. CRM
  - b. EDI
  - c. ERP
  - d. SCM
- vi. \_\_\_\_\_ consists of various aspects like privacy, authenticity and message integrity.
  - a. payment gateway
  - b. order processing
  - c. transaction security
  - d. process linking
- vii. \_\_\_\_\_ means unauthorized access.
  - a. network security
  - b. stealing
  - c. internet penetration
  - d. hacking
- viii. \_\_\_\_\_ Marketing consists of specific activities designed to promote a product, service or business by an organization.
  - a. Content
  - b. Viral
  - c. Influencer
  - d. Podcast
- ix. \_\_\_\_\_ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
  - a. Vodcasts
  - b. Podcasts
  - c. Blog
  - d. Press release
- x. X (formerly Twitter) is a \_\_\_\_\_ micro blogging service that allows registered members to broadcast short posts.
  - a. free
  - b. chargeable
  - c. costly
  - d. paid

**B. State whether the following statement is True or False (ANY SEVEN) [7 marks]**

- i. E-commerce is a part of E-business.
- ii. World Wide Web was created by British Scientist Tim Berners-Lee.
- iii. A Domain Name is the website name. It is the address where Internet users can access a website.
- iv. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
- v. E-auction consists of on-line buying and selling of shares and other financial instruments.
- vi. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
- vii. Search Engine Marketing (SEM) is an unpaid approach.
- viii. A payment gateway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
- ix. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
- x. Spam is unsolicited email.

- Q.2** a. Define E-commerce. State and explain the features of E-commerce. [8marks]  
b. Bring out the difference between Traditional Commerce and E-commerce. [7 marks]

**OR**

- c. Explain the Environmental factors that affect E-commerce. [8marks]  
d. Discuss the advantages of E-commerce to Businesses and Consumers. [7 marks]

- Q.3** a. What are the principles of web site design? [8marks]  
b. Which areas can EDI be implemented in? [7 marks]

**OR**

- c. What are the steps in launching an E-Business? [8marks]  
d. Explain the bricks and click business model in E-Business. [7 marks]

- Q.4** a. Discuss the issues relating to Privacy and Security in E business? [8marks]  
b. Explain different types of Electronic Payment System. [7 marks]

**OR**

- c. Explain the features of Electronic Payment System. [8marks]  
d. Discuss Smart Cards? What are its benefits? [7 marks]

- Q.5** a. What do you mean by Digital Marketing? Discuss its latest developments and strategies. [8marks]  
b. Explain the Advantages and Disadvantages of Digital Marketing? [7 marks]

**OR**

- Q.5** Write note on the following (ANY THREE) [15 marks]

- i. M-commerce
- ii. Supply Chain Management
- iii. E Money
- iv. Search Engine Optimization
- v. Content Marketing.