

Time: 2 Hours

Total Marks: 60

N.B: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q 1. (a) What are the main activities of E-Commerce? (15)

(b) Explain the various business strategies for marketing.

OR

(c) Elucidate the various business models of E-Commerce.

(d) Discuss on the Business to Consumers E-Commerce Process

Q 2. (a) Elaborate the benefits of websites in the E-Commerce. (15)

(b) Explain the pros of Electronic Data Interchange.

OR

(c) Describe the various functional components of E-CRM

(d) How Conventional organisation is different from E-Organisation?

Q 3. (a) Explain the various techniques of E-Marketing. (15)

(b) What are the cons of online shopping?

OR

(c) Elaborate the various types of E-Payment system.

(d) What are the principles for E-Payment?

Q.4. A) Fill in the blanks with appropriate option. (05)

1. In 1969 two computers were connected to a network on _____

(a) ARPANET (b) MILNET (c) MTNL (d) VSNL

2. Amazon sold its first item a _____

(a) Coffee (b) Science textbook (c) Film (d) Lux soap

3. _____ is that where e-businesses are creating a demand for their product.

(a) Push Marketing (b) Alfa Marketing (c) Pull marketing (d) Sigma Marketing

4. Bing Advertisements service, formerly known as _____

(a) Mobile Ad (b) Multimedia Center (c) Host Marketing (d) Microsoft Ad Center.

5. _____ professionals hack to check their own security systems to make it more hack-proof.

- (a) Black-hat (b) Gray-hat (c) Blue-hat (d) White-hat

Q. 4. B) State whether the following statements are True or False. (05)

- 1) A blog is important online store marketing strategy.
- 2) The person or business that registers domain name is called the domain name registrant.
- 3) Article marketing refers to writing articles and submitting them to web article directories.
- 4) AdMob Advertisements are advertisements that appear within film apps.
- 5) Cyber law is the law governing crime in education.

Q. 4. C) Match the Column. (05)

Group A	Group B
1) Social Network	a) Little Robots
2) Droid Delivery	b) Illegal intrusion
3) Giffin and Riddings	c) Google+
4) Merchant Software	d) Three Types of E-CRM
5) Hacking	e) Decrypts

OR

Q4. Write Short notes on (Any Three) (15)

- 1) E-Mail abuse
- 2) Protection of cyber consumers in India
- 3) Protecting E-Commerce Assets
- 4) Sources of threats
- 5) Encryption