

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**
- Q.3 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**
- Q.4 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**
- Q.5 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.