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)   [8marks]

i.   _____ is a type of E-Commerce where transaction happen between one individual to another.
a) B2B   b) P2P   c) B2C   d) C2C

ii.   EDI stands for_____
a) Electronic Data Information   b) Electronic Data Internet
c) Electronic Data Interchange   d) Electronic Data Interface

iii.   The primary driver of mCommerce growth in emerging markets_____.
a) Faster deployment of 5G networks   b) Increasing mobile device penetration
c) High desktop internet usage   d) Greater availability of public Wi-Fi

iv.   Bricks and clicks have _____customer acquisition cost.
a) lower   b) higher
c) medium   d) Average

v.   Electronic Data Interchange (EDI)_____ the need paper-based system.
a. improves   b. eliminates
c. Uploaded   d. highlighted

vi.   ERP stands for_____
a) Enterprise resolution planning   b) Enterprise reverse planning
c) Enterprise resource planning   d) Enterprise resource plan

vii.   _____ are marketing techniques that use existing social networking services and other technologies to increase the brand awareness.
a) Viral   b) Blog
c) content   d) Influencer

viii.   _____ means the ads do not appear to the user as the user uses technology to screen out ads.
a) Ad Blocking   b) Ad filtering
c) Ad decreasing   d) Ad marketing

ix.   Digital marketing is often referred to as _____.
a) Online marketing   b) Internet marketing
c) Web marketing   d) Niche marketing

x.   Content marketing aims to _____.
a) Drive profitable customer action.   b) Distract defined audience
c) Lose defined audience   d)Lose market share

B.   State whether the following statement is True or False (ANY SEVEN)   [7marks]
i.   B2C E-Commerce is between Business to Business and consumers.

ii.   In SSL the URL changes from HTTP to HTTPS.
iii.   Ubiquity in E-Commerce refers to information richness.
iv.   A data warehouse is a repository for storing computer-based information.
v.   The customer acquisition cost is higher for businesses operating with a bricks-and-clicks model.
vi.   E-marketing excludes all the electronic base activities.
vii.   Spam is unsolicited email.
viii.   Digital Marketing does not allow personalization and cost reduction.
ix.   Digital Marketing is the same as internet marketing.
x.   There are 4 pillars in digital marketing.

Q.2   a.   Discuss the various categories of E-Commerce and explain how each category functions with relevant examples.   [8marks]

      b.   Explain two common myths about E-Commerce and clarify the reality behind them?   [7marks]

OR

      c.   Examine the legal, cultural, and social factors that influence the development of E-Commerce in different regions. Provide relevant examples.   [8marks]

      d.   Explain the factors that have contributed to the rapid growth of E-Commerce.   [7marks]

Q.3   a.   What the principles of web site design?   [8marks]
      b.   What is EDI? Explain the Drawback of EDI.   [7marks]

OR

      c.   What is the e-auction explain its advantages?   [8marks]
      d.   Explain merits and demerits of e-delivery   [7marks]

Q.4   a.   Explain the need for ECommerce laws in India.   [8marks]
      b.   Discuss the features of Electronic Payment System?   [7marks]

OR

      c.   Discuss IT Act 2000 in relation to Electronic Commerce.   [8marks]
      d.   Deliberate on Smart Cards with its pros and cons.   [7marks]

Q.5   a.   Explain Search Engine marketing. Discuss the limitations of Search Engine Marketing.   [8marks]

      b.   Discuss the limitations of Digital Marketing.   [7marks]

OR

      Write note on the following (ANY THREE)   [15mark]
      i.   Disadvantages of Digital Marketing
      ii.   Podcasts
      iii.   Content Marketing.
      iv.   Web Analytics
      v.   Methods of online Market Research.

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