

MBA Degree FT IV and PT VI Semester End Semester Examination- June, 2022
20-371-0441/ 16-372-0635: E- Commerce
(Regular)

Time: 3 Hours

Max. Marks: 50

PART A

(Answer ALL questions. Each question carries 2 marks)

1. Differentiate webservice, website and a web browser.
2. Explain Affiliate marketing. Site few examples for online marketing metrics that can be used to measure outcome of affiliate marketing.
3. Classify ISP.
4. Explain search engine behavioural targeting.
5. List down different types of B2C business models.

(5X2=10)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

6. "E- Commerce infrastructure is a collection of hardware, software, networks and facilities". Do you agree? Explain.
7. Rohit has launched an online watch store. He is having a budget of Rs 1,00,000/- per year for online marketing. He seeks your advice on whom he should target and how he can use different platforms to promote his store online.
8. The present trends in e-banking and e-business portals has increased the dangers of internet privacy, paving the way for cybercriminals by publishing your bank details and important files on the internet. Justify your thought in this context about the privacy issue and role of IT Act.
9. Discuss the different modes and benefits of digital payments.
10. Draw the composition of E-commerce logistics system and explain.
11. Mind map different sectors that provide E commerce business with examples.
12. Why M-Commerce is important in today's business world?

(5X4=20)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

13. Due to COVID-19 the retail outlet with which you are working has decided to move online. You are assigned with the task of developing and promoting the website. Illustrate each stage in developing and promoting your website.
14. Soha intends to open an online saree business. Her website has been created. However, she must integrate it for delivery of products. She seeks your help for integration. Explain to her the delivery platform that you may utilize and how you can set up the website for delivery.
15. Explain the working model of any of the global wholesale online trade (B2B).

(2x10=20)