

SET- I**Programme: MMS****Subject: E-commerce****Semester- I****Time: 2 ½ Hours****Marks: 75**

N.B: 1. Q.1 would be compulsory. Attempt any 4 out of the remaining 6 questions.

2. Figures to the right indicate full marks

Q.1 Select the appropriate option and rewrite the statements.

(20)

- 1) _____ has led to the growth of e-commerce in India.
 a) Opening of shopping malls b) Smartphones and internet
 c) Increasing unorganized retailers d) Growth of banking sector
- 2) _____ refers to persuading customer to complete their incomplete transaction on e-commerce site.
 a) Affiliate marketing b) SEO
 c) Pay per click d) Remarketing
- 3) E-commerce activities carried out on the mobile using smart phones is known as _____.
 a) Offline-Commerce b) Smart-Commerce
 c) Instore-Commerce d) M-commerce
- 4) In _____ model of e-commerce both buyer and seller are businessman.
 a) B2B b) B2C
 c) C2C d) B2G
- 5) The process of receiving, packaging, shipping, and delivering a product to the customer is known as _____.
 a) Quality Control b) Inventory Management
 c) Standardization d) Order fulfillment
- 6) _____ is an example of B2B e-commerce.
 a) eBay b) OLX
 c) Jio d) Walmart
- 7) Computer-to-computer exchange of business documents in a standard electronic format between business partners is known as _____.
 a) OTP b) EDI
 c) CVV d) NAV
- 8) _____ is an example of e-payment system.
 a) e-coin b) e-stock
 c) e-purse d) e-pass
- 9) _____ is malicious software intentionally designed to cause disruption to a computer, server, client or computer network.
 a) Adobe b) Malware
 c) WWW d) App
- 10) _____ are used to prevent unauthorized access of home network.
 a) Phishing b) Spy
 c) Probe d) Firewall

Q.2 Answer ANY TWO of the following

(10)

- (a) Discuss the business applications of e-commerce.
- (b) Write a brief note on channels of e-commerce.
- (c) Explain B2B and B2C models of e-commerce with suitable examples.

Q.3 Answer ANY TWO of the following

(10)

- (a) Explain the procedure of order planning.
- (b) Discuss the various types of after-sale services.
- (c) What are the various factors to be considered while designing order processing?

Q.4 Answer ANY TWO of the following

(10)

- (a) Explain the need of B2B e-commerce.
- (b) Write a note on Electronic Data Interchange (EDI).
- (c) Discuss the scope of e-marketing.

Q.5 Answer ANY TWO of the following

(10)

- (a) Enumerate the advantages of electronic payment system.
- (b) What is electronic purse? Explain its features.
- (c) Write a note on e-cheque.

Q.6 Answer ANY TWO of the following

(10)

- (a) Write a note on security threats.
- (b) What are the strategies for IT risk management?
- (c) Explain the various elements granted protection under the Intellectual Property Act for e-commerce business.

Q7 Answer ANY TWO of the following

(10)

- (a) What are the key factors for success of e-commerce?
- (b) Explain the consequences of channel conflict.
- (c) Discuss the advantages of e-commerce to e-marketers and customers.

Q8 Write short note on ANY THREE of the following

(15)

- (a) Channel conflict management
- (b) Trends in Supply Chain Management (SCM)

- (c) Firewalls
- (d) Types of order fulfillment