

- iii. M-commerce allows users to access to the internet without needing to find a place to plug in.
 - iv. E-procurement applications have undetermined scope.
 - v. Brick and Mortar also known as click-and-mortar business model.
 - vi. Most individuals are familiar with B2C form of e-commerce.
 - vii. Electronic funds transfer is a payment method to transfer money from one bank account to another bank account.
 - viii. A payment gateway is a service that gives merchants the ability to perform real time credit card authorization from a website over the internet.
 - ix. Spam is unsolicited email.
 - x. Digital Marketing does not allow personalization and cost reduction.
- Q.2**
- a. Bring out the difference between Traditional Business and E-commerce. [8marks]
 - b. Explain how do external environmental factors affect an E-commerce business? [7marks]
- OR**
- c. Describe the factors responsible for the growth if E-commerce. [8marks]
 - d. What is M-commerce? Discuss the trends in M-commerce. [7marks]
- Q.3**
- a. Explaining in brief the concept of data warehouse. [8marks]
 - b. Discuss the principle of web design. [7marks]
- OR**
- c. Discuss some techniques for maintaining a good relationship with customers in E-business. [8marks]
 - d. What do you mean by the e-auction? Explain its advantage. [7marks]
- Q.4**
- a. What is Credit Card? What are its challenges? [8marks]
 - b. Discuss E Cash & Electronic Funds Transfer in detail. [7marks]
- OR**
- c. Explain Payment Gateway process and its types? [8marks]
 - d. What are different types of Transaction Security? [7marks]
- Q.5**
- a. What is digital marketing? Explain the advantages of digital marketing? [8marks]
 - b. Discuss the advantage and disadvantage of Content Marketing. [7marks]
- OR**
- Q.5** Write note on the following (ANY THREE) [15 marks]
- i. B2B E-commerce.
 - ii. Electronic Data Interchange
 - iii. Search Engine Optimization
 - iv. Methods of online market research.
 - v. Display advertising.
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