T.Y.BMS- Sem I- Reg. Exam- Dec'2022

Paper / Subject Code: 46007 / Marketing: E-Commerce & Digital Marketing

Dt:- 13/12/22

Time: 2 Hrs. 30 Min.

ii.

84349

Max. Marks: 75

 All All 	Instructions: All the questions are compulsory. All the questions have internal choice. Figures to the right indicate maximum marks.				
Q.1	Α.	Fill in the blanks (ANY EIGHT)	[8 marks]		
	i.	E-commerce in education sector is called as			
		a) E-teaching b) E-learning			
		c) E-coaching d) online classes			
	ii.	is a myth about E-commerce.			
0		a) It is difficult • 2b) It is not free	£ .		
		c) It is a business d) One year, one million dollars			
	iii.	Personalization feature can occur in E-commerce			
		business.			
		a)B2B b) C2B			
		c) B2G d) B2C			
	iv.	consists of on-line buying and selling of shares and oter			
		financial instruments.			
		a) E-auction b) E-delivery			
		c) E-procurement d) E-trading			
	V.	comprises of intermediaries who are involved in the			
		business transactions beginning from the supplier, wholesaler, retailers			
		and customer.			
		a) Electronic Data Interchange b) E-auction			
		c) Supply Chain Management d) E-delivery			
	vi.	is a packaged business software system that allows a			
		company to automate and integrate its processes.			
		a) Payment gateway b) Digital marketing			
		c) Enterprise Resource Planning d) E-communication			
	vii.	is a disadvantage of payment gateway.			
		a) fixed fee per month b) less fraud			
		c) refunds d) security			
	viii.	Cyber Law in India are contained in the			
		a) IT Act 2000 b) Companies Act 1956			
		c) Factories Act 1948 d) Indian Companies Act 2013			
	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			
	х.	A blog is a			
		a) Web log b) Website			
		c) Webpage d) Web link			
	В.	State whether the following statement is True or False (ANY SEVEN)	[7 marks]		
	i.	Lack of physical and personal touch are the main upsides of E-			

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The full form of ATM in Banking sector is Any Time Money.

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	iii.	M-commerce allows users to access to the internet without needing to	
	day .	find a place to plug in.	
	iv.	E-procurement applications have undetermined scope. Brick and Mortar also known as click-and-mortar business model.	
	V.	Most individuals are familiar with B2C form of e-commerce.	
	vi.		
	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-	[8marks]
	7	commerce,	
	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	[8marks]
		customers in E-business.	
	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. OR	[7marks]
	C.	Explain Payment Gateway process and its types?	[8marks]
	d.	What are different types of Transaction Security?	[7marks]
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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]
4.0	i.	B2B E-commerce.	[]
	ii.	Electronic Data Interchange	
	iii.	Search Engine Optimization	
	iv.	Methods of online market research.	
	v.	Display advertising.	
