



Time: 2 Hours

Total Marks: 60

- N.B: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q 1. (a) What are the main activities of E-Commerce? (15)  
(b) Explain the various business strategies for marketing.

OR

- (c) Elucidate the various business models of E-Commerce.  
(d) Discuss on the Business to Consumers E-Commerce Process

Q 2. (a) Elaborate the benefits of websites in the E-Commerce. (15)  
(b) Explain the pros of Electronic Data Interchange.

OR

- (c) Describe the various functional components of E-CRM  
(d) How Conventional organisation is different from E-Organisation?

Q 3. (a) Explain the various techniques of E-Marketing. (15)  
(b) What are the cons of online shopping?

OR

- (c) Elaborate the various types of E-Payment system.  
(d) What are the principles for E-Payment?

Q.4. A) Fill in the blanks with appropriate option. (05)

- In 1969 two computers were connected to a network on -----  
(a) ARPANET (b) MILNET (c) MTNL (d) VSNL
- Amazon sold its first item a \_\_\_\_\_  
(a) Coffee (b) Science textbook (c) Film (d) Lux soap
- \_\_\_\_\_ is that where e-businesses are creating a demand for their product.  
(a) Push Marketing (b) Alfa Marketing (c) Pull marketing (d) Sigma Marketing
- Bing Advertisements service, formerly known as \_\_\_\_\_  
(a) Mobile Ad (b) Multimedia Center (c) Host Marketing (d) Microsoft Ad Center.

5. \_\_\_\_\_ professionals hack to check their own security systems to make it more hack-proof.

- (a) Black-hat      (b) Gray-hat      (c) Blue-hat      (d) White-hat

**Q. 4. B) State whether the following statements are True or False. (05)**

- 1) A blog is important online store marketing strategy.
- 2) The person or business that registers domain name is called the domain name registrant.
- 3) Article marketing refers to writing articles and submitting them to web article directories.
- 4) AdMob Advertisements are advertisements that appear within film apps.
- 5) Cyber law is the law governing crime in education.

**Q. 4. C) Match the Column. (05)**

| Group A                | Group B                 |
|------------------------|-------------------------|
| 1) Social Network      | a) Little Robots        |
| 2) Droid Delivery      | b) Illegal intrusion    |
| 3) Giffin and Riddings | c) Google+              |
| 4) Merchant Software   | d) Three Types of E-CRM |
| 5) Hacking             | e) Decrypts             |

**OR**

**Q4. Write Short notes on (Any Three) (15)**

- 1) E-Mail abuse
  - 2) Protection of cyber consumers in India
  - 3) Protecting E-Commerce Assets
  - 4) Sources of threats
  - 5) Encryption
-