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SARDAR PATEL UNIVERSITY

Bachelor of Science (Semester 5) Examination – 2022

CA & IT

US05CIIT27: E - Commerce

Date: 14/11/2022 (Monday)

Time: 10:00AM to 01:00PM

Total Marks : 70

Q – 1 Multiple Choice Question

[10]

1. The best products to sell in B2C e-commerce are _____.
(a) Small products (b) Digital products
(c) Specialty product (d) Fresh products
2. _____ of the following is not a type of EC.
(a) B2B (b) B2C (c) C2C (d) D2B
3. A network that uses a virtual private network to link intranets in different locations over the internet is called _____.
(a) Intranet (b) Internet (c) Extranet (d) Virtual Private Network
4. _____ Business model is used for extending business applications using wireless technology.
(a) E-Distributor (b) B2B Service Provider
(c) Matchmaker (d) M-Commerce
5. _____ offers users Powerful web search tools as well as an integrated package of content and services all in one place.
(a) Portal (b) E-Tailer (c) Content Provider (d) Service Provider
6. Online retail stores, often called _____.
(a) Portal (b) E-tailer (c) Service Provider (d) Content Provider
7. Customers interact with a marketplace via a _____.
(a) Front End (b) Middle Agent (c) back End (d) Service Provider
8. _____ is the concept to run multiple manufacturing plants as though they were at one location.
(a) Virtual manufacturing (b) E-market
(c) Customization (d) B2B Service Provider
9. _____ is an information gateway.
(a) Portal (b) Website (c) Both (a) and (b) (d) None of these
10. The acronym DES stands for _____.
(a) Digital Evaluation Standards (b) Digital Encryption Standards
(c) Data encryption Standards (d) Double encryption Standards

Q – 2 Answer the following questions in short (Any 10)

[20]

1. What is Electronic Market?
2. List key ingredients of a business model.
3. Define Intra Business E-commerce with example
4. Define Business Model.
5. Explain in brief: Content Provider.
6. Explain in brief: M-Commerce business model
7. Explain in brief: Matchmaker B2B Business Model.
8. List five primary revenue model used by E -Commerce firms.
9. List the components of a marketplace.
10. Explain Smart card.

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(P.T.O.)

11. Explain security schemes in Electronic payment systems
12. Give a full form for the following: (1) CIC (2)CRM (3)FSA (4) SFA
- Q – 3 What is E-Commerce? Write down classifications of EC by Nature of transactions. [10]
- OR**
- Q – 3 Explain Framework of E-Commerce. [10]
- Q – 4 (A) Define Business Model. List key Ingredients of a business model. [5]
Explain any one.
- (B) What is Extranet? Explain benefits of Extranet. [5]
- OR**
- Q – 4 (A) Explain Five Primary Revenue Model with example. [5]
- (B) Explain architecture of Internet. [5]
- Q – 5 (A) List various types of stores and malls and explain all of them in detail [5]
- (B) Discuss Impact of EC in marketing [5]
- OR**
- Q – 5 (A) Write short note on E-market success factors. [5]
- (B) Explain Impact of EC in human resource management and training [5]
- Q – 6 (A) Explain benefits and limitations of CRM [5]
- (B) Explain secure socket layer protocol [5]
- OR**
- Q – 6 (A) Explain CRM and types of CRM in Detail. [5]
- (B) Explain electric fund transfer. [5]

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