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SARDAR PATEL UNIVERSITY
 BCA – III Semester Examination
 FRIDAY, 17th JUNE, 2022
 12:00 PM to 01:00 PM
 E-COMMERCE (US03SBICA23)

Total Marks: 35

Q.1 Give Answers of Multiple Choice Questions:

[05]

1. Online auction websites are the examples of _____ e-commerce Category.
 a) B2B b) B2C c) C2C d) None of the above.
2. Which of the Following describes E-commerce?
 a) Buying Products from each other. b) Buying services from each other.
 c) Selling Services from each other. d) All the above.
3. _____ are accessed by telephone or Cell phone.
 a) Voice Portals b) Pc based Portals c) Personal portals d) None of These.
4. B2B Business model Contains _____
 a) E-Distributor b) B2B Service provider c) Matchmaker d) All of Above.
5. Today, most E-commerce is _____
 a) C2C b) B2B c) B2C d) C2B

Q.2 Fill in the blanks and True-False.

[04]

1. E-commerce is online buying, selling, transferring and exchanging product, service and information. (True/False)
2. A business model is method of doing business by which a company can generate revenue to sustain itself. (True/False)
3. Inter Organizational System may be built around private or publicly accessible network. (True/False)
4. CRM stands for Customer Relation Management. (True/False)

Q.3 Answer the Following Short Questions. (Any Five)

[10]

1. Define Perspective of E-commerce.
2. What is Electronic market?
3. Write down technological limitation of e-commerce.
4. List various types of stores and malls.
5. Define the term CRM. List out types of CRM.
6. Explain in brief: Value Proposition.
7. List 5 primary revenue model use by e-commerce firms.

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(P.T.O)

Q.4 Answer the Following Long Questions: (Any Four) Each carry Four marks [16]

1. Explain Classification By Nature of Transactions.
2. Explain Benefits of E-commerce to Customer and Organization.
3. List out all Key Ingredients of Business model and Explain any one of them.
4. Explain four Primary Revenue Model with Example.
5. List various types of stores and malls and explain all of them in detail.
6. Discuss role and value of intermediaries of e-market.
7. What is CRM? Explain types of CRM.
8. Explain the benefits and limitations of CRM.

X
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