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Seat No. _____

SARDAR PATEL UNIVERSITY

B.C.A. (Semester – III) (NC) Examination, 2022
US03SBCA23 : E-Commerce

Date 15/11/2022, Tuesday

Time: 02:00 P.M. To 04:00 P.M.

Total : 35 Marks

Q-1 Multiple Choice Questions (One mark each) (05)

1 The best product to sell in B2C e-commerce are _____
   A) Small Products   B) Digital Products   C) Specialty Product   D) Fresh Products

2 A _____ is a document that describes a firm's business model.
   A) Business Model   B) Business Process   C) Business Plan   D) E-commerce Model

3 Online retail store often called _____
   A) Portal   B) Service Provider   C) Content Provider   D) E-Tailer

4 _____ refers to the ability to tailor a product, service or web content to specific user preferences.

   A) Differentiation   B) Personalization   C) Communication   D) Non of all

5 The matching of services, products and advertising content to individual consumers is known as

   A) User Profile   B) Content Based Filter   C) Personalization   D) Collaborative Filter

Q-2 Answer Any Five (Two mark each) (10)

1 What is Electronic Market?
2 Write down Technological limitation of E-Commerce.
3 Explain Content Provider.
4 Define Business Model.
5 Define digital product with five examples.
6 Give the Full Form of :   1) CIC   2) CRM
7 Define the camping Management.

Q-3 What is E-Commerce? Write down the classification of EC by nature of transaction. (05)
Q-3 List out B2C business model. Explain any two with example. (05)
OR
Q-3 Write down benefits of Consumer and benefits to society. (05)
Q-3 List the key ingredients of a business models and Explain any two of them. (05)

Q-4 Discuss Impact of EC in Marketing. (05)
Q-4 Explain CRM and types of CRM (05)
OR
Q-4 List out market space components and explain any three. (05)
Q-4 Describe Consumer Facing Application in details. (05)

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