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SEAT No. \_\_\_\_\_

No. of Printed Pages : 01

# SARDAR PATEL UNIVERSITY

S Y BBA (Honours) (HM) (3 Years)

Semester- IV Examination

2019

Wednesday, 10<sup>th</sup> April

10:00 A.M. to 12:00 P.M.

**SUBJECT : E-COMMERCE (UM04EBBH01)**

**Total Marks : 60**

Q-1 Define E-Commerce from various perspective. Explain benefits and limitations of E-Commerce. (15)

OR

Q-1 Discuss seven unique features of E-Commerce. (15)

Q-2 Write short notes (ANY THREE) (15)

1. Value Proposition
2. Content Provider and Service Provider
3. Organisational Development and Management Team
4. E-tailer
5. Revenue Model
6. Transactional Broker and Market Creator

Q-3 Explain different electronics marketplaces. Discuss electronic payment systems in detail. (15)

OR

Q-3

[A] Explain Mass Marketing, Market Segmentation and One-to-one Marketing. (09)

[B] Write a note on – Web Advertising (06)

Q-4 Explain the process of building the website and evaluation. (15)

OR

Q-4

[A] Explain about content creation, delivery and management. (10)

[B] Write a note on – Website Hosting (05)

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