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[A5]

SARDAR PATEL UNIVERSITY
BBA(ISM) –VIth SEM Examination
E-Commerce-II (UM06CBBS01)
Tuesday, Date: 07/04/2015

Time:10:30 A.M TO 12:30 P.M

Total Marks: 60

- Q-1 [A]** What are the different business Models Of Electronic Marketing?
Explain any three in detail. [07]
- [B]** What is direct-Marketing? Explain the difference between Reactive
& Partial direct Marketing. [08]
- OR**
- Q-1 [A]** What is the procedure for Internet Shopping ? Explain. [07]
- [B]** What do you mean by aiding comparison shopping? Explain
Comparison of Multiple Items From Multiple Malls in detail? [08]
- Q-2 [A]** What do you mean by web advertisement? Explain Internet
advertisement Terminology in brief . [07]
- [B]** List out the different advertisement methods? Explain E-Mail in detail [08]
- OR**
- Q-2 [A]** What are the advantages & limitation of Internet advertisement
as compare to traditional advertisement? Explain [07]
- [B]** List out the different advertisement methods? Explain chat Room
in detail. [08]
- Q-3 [A]** What are the advantages of electronic job market? Explain. [07]
- [B]** What are the advantages of home banking? Explain. [08]
- OR**
- Q-3 [A]** What do you mean by personal finance & billing on line? Explain. [07]
- [B]** What is online Stock Trading? Explain with Figure. [08]
- Q-4 [A] Difference:** i) Extranet & Intranet [07]
- [B]** Explain in brief Architecture of Internet, Intranet & Extranet. [08]
- OR**
- Q-4 [A]** What are the characteristics of the Internet, Intranet & Extranet? Explain. [07]
- [B]** What are the application of Intranet? Explain. [08]