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SARDAR PATEL UNIVERSITY
BBA (ISM) SEM VI EXAMINATION
SUB: E-COMMERCE (UM06CBBS03)

Thursday, 19 March 2015
2.30 – 4.30 pm

Total marks: 60

Q.1 What is Marketing & Internet Marketing Technology? Discuss advantages and disadvantages of Internet Marketing. 15

Or

Q.1 A) Discuss B2B marketing Strategy. 07

B) Explain Direct Marketing in brief and also discuss its benefits. 08

Q.2 What is Online advertisements and state its benefits for recent E-Business firms. 15

Or

Q.2 Explain following advertisements methods with examples. 15

Banners, Splash Screen, Spot Leasing, URL, E-Mail, Chat Rooms.

Q.3 What is E-Recruitment? Discuss its Advantages and disadvantages in detail. 15

Or

Q.3 A) What is IPO? Discuss its relation with Internet. 07

B) Explain the term Cyber Banking. Write various types of Cyber Banking. 08

Q.4 State the meaning of Internet and explain Internet Architecture with figure. 15

Or

Q.4 Define Internet, Intranet and Extranet. Explain in detail benefits of Intranet and 15

Advantages and Disadvantages of Extranet.