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SARDAR PATEL UNIVERSITY  
TY BBA (ISM) SEM-VI EXAMINATION  
TUESDAY, 29<sup>th</sup> MARCH, 2016  
E-commerce – II  
UM06CBBS01

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

Marks: -60

Note: - 1) Figures to the right hand side of the question indicate their marks.  
2) Draw diagrams and give examples wherever necessary.

- Q.1(a) What do you mean by e-commerce? Discuss the impact of EC on traditional retailing systems. 08  
(b) Write a short note on electronic intermediaries. 07  
**OR**
- Q.1(a) Describe any three business models of electronic marketing in brief. 08  
(b) Explain the procedures for internet shopping. 07
- Q.2 Define web- advertisement. Describe any five advertisement methods in detail. 15  
**OR**
- Q.2(a) What is web-advertisement? Describe the internet advertisement terminology in brief. 07  
(b) Differentiate between internet and traditional advertisement methods. 08
- Q.3(a) Describe the internet job market in detail. 07  
(b) Write a short note on Personal Finance Online and Billing Online. 08  
**OR**
- Q.3(a) Explain the term Online Stock Trading in detail. 08  
(b) Describe the driving forces of the electronic job market. 07
- Q.4(a) Describe the architecture of Internet and Intranet. 08  
(b) Discuss the architecture of extranet and list out the benefits of the extranet. 07  
**OR**
- Q.4(a) Discuss the application areas of the Intranet. 07  
(b) Differentiate between Extranet and Intranet. 08

@@@@@ Best of Luck @@@@@