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SARDAR PATEL UNIVERSITY

BBA(ISM) VI<sup>th</sup> SEM Examination

Wednesday, Date 04/04/2016

Time 10.30 am to 12.30 pm

E-Business Managerial Application– (UM06CBBS06)

Total Marks: 60

No. of Printed pages:1

Q-1 [A] What is E-Commerce? Explain E-commerce Frame Work ? [08]

[B] What are the advantages of E-commerce to organization and society? [07]

OR

Q-1 [A] What are the technical and non technical disadvantages of E-Business? [08]

[B] How implementation of E-commerce in traditional business is good?  
explain proper example. [07]

Q-2 [A] What is Business to Business online marketing? [08]

[B] What is E-tailing? Discuss the factors for successful E-tailing? [07]

OR

Q-2 [A] Discuss the techniques of Internet marketing? [08]

[B] Explain how effective web presence can attract online customers? [07]

Q-3 [A] What is the difference between CRM and SCM? Explain [08]

[B] What are the different type of E-Payments? Discuss in detail. [07]

OR

Q-3 [A] What are the different CRM & SCM applications? Explain in details. [08]

[B] What are the different security issues regarding E-Payment system? [07]

Q-4 [A] What is the need of data warehousing ? Explain. [08]

[B] Explain tourism and travel in detail with respect to  
E-commerce application. [07]

OR

Q-4 [A] Explain how data mining is different than data warehousing. [08]

[B] Explain E-Governance in detail with respect to  
E-commerce application. [07]

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