

SEAT No. _____

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SARDAR PATEL UNIVERSITY
TY BBA (ISM) VIth SEM EXAMINATION
Wednesday, 28th MARCH, 2018
E-commerce – II
UM06CBBS01

Time: 10:00 A.M. To 12:00P.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) Define e-commerce? Describe the impact of EC on Traditional Retailing system. 08
(b) Describe the procedure for Internet Shopping in brief. 07
OR
Q.1(a) Write a short note on Aiding Comparison Shopping. 07
(b) What is direct marketing? Describe the proactive and full direct marketing model with example. 08
- Q.2(a) Define web- advertisement. Describe any three advertisement methods in detail. 08
(b) Explain why Internet advertising is essential for companies? 07
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 Explain in brief the limitations and advantages of electronic job market. 15
OR
Q.3(a) Write a short note on Cyber banking or electronic banking with its advantage. 08
(b) Describe the concept of Billing online. 07
- Q.4(a) Differentiate between Extranet and Intranet. 08
(b) What are the applications of Intranet? Explain. 07
OR
Q.4(a) Describe the architecture of Internet and Intranet. 08
(b) Discuss the architecture of extranet with its benefits. 07

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