

SEAT No. \_\_\_\_\_  
(5 & A-3)

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY  
BBA(ISM) VI<sup>th</sup> SEM Examination  
Thursday, Date : 05/04/2018  
Time : 10.00 am to 12.00 pm

E-Business Managerial Application – (UM06CBBS06)

Total Marks: 60

No. of Printed pages:1

Q-1 [A] What is E-Commerce? What are the advantages and disadvantages of E-Business. [15]

OR

Q-1 [A] Explain E-Commerce frame work in detail with diagram. [15]

Q-2 [A] Explain B2B on line marketing in detail. [08]

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

OR

Q-2 [A] Explain in detail with example on line marketing ? [08]

[B] Is web presence is effective for marketing ? Explain. [07]

Q-3 [A] Explain in detail CRM & SCM applications. [15]

OR

Q-3[A] What are the different type of E- Payments? Explain security issues Regarding E-Payments? [15]

Q-4 [A] Explain in detail E-Governance and online Auctions [15]

OR

Q-4 [A] Explain in detail data mining and data warehousing. [15]

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