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SEAT No. _____

No. of Printed Pages : 1

SC

Sardar Patel University
BBA(ISM) VI Semester-2019 External Examination - Six SEM
Sub: Ecommerce-II (UM06CBBS01)
Tuesday, Date: 26/03/2019

Time: 10:00 A.M TO 12:00 P.M

Total Marks: 60

No. of Printed Pages-1

- Q1A) Explain basic models of Internet marketing in detail. [8]
B) Explain direct marketing in detail. [7]

OR

- Q1 A) Explain online customer service in detail? [8]
B) Explain B2B electronic marketing in detail [7]

- Q2 A) Why we need internet advertisement? Explain in detail. [8]
B) Explain the difference between online advertisement and traditional Advertisement. [7]

OR

- Q2 A) what are the different Internet advertisement methods? Explain. [8]
B) .Define URL & Chat Rooms. [7]

- Q3 A) What is online stocks Trading? Explain. [8]
B) Explain online billing in detail. [7]

OR

- Q3 A) What is Internet job market? Explain its benefits & limitations. [15]

- Q4 A) What is Extranet? Explain its applications in detail. [8]
B) Explain the architecture of the Intranet in detail. [7]

OR

- Q4 A) What is Intranet? Explain its applications in detail? [8]
B) Explain the architecture of the Extranet in detail. [7]

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