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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
B.B.A. (ISM) SEM - VI EXAMINATION
2019

Monday, 1st April

10.00 a.m. to 12.00 p.m.

E-Business Managerial Application: UM06CBBS06

Maximum Marks: 60

- Q.1. A. What is E-Business? Explain the importance of E-Business. 8
B. What is the difference between E-Business and Traditional Business? Explain. 7
- OR
- Q.1. A. Explain the term: "E-Business as a Strategy" 8
B. Which are the benefits and barriers of E-Business? Explain in detail. 7
- Q.2. A. Write a short note on: B2B on-line Marketing. 7
B. What is Internet Marketing? Explain various types of Internet Marketing in detail. 8
- OR
- Q.2. A. Which are the techniques used in Marketing for E-commerce environment? Explain it. 8
B. Write a short note on: Factors for successful E-tailing. 7
- Q.3. A. What is CRM? Explain scope and benefits of it. 8
B. List the various types of E-payments and explain them in detail. 7
- OR
- Q.3. A. What is SCM? Explain meaning, scope and benefits of it. 8
B. Write a short note on: Security issues in E-payments. 7
- Q.4. A. Write a note on for following: 15
1. E-governance
2. Travels and Tourism
- OR
- Q.4. A. Write a note on for following: 15
1. Data Mining and Data Warehousing
2. Auctions

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