

[15/50] SARDAR PATEL UNIVERSITY**B.B.A. - ITM SEMESTER - III EXAMINATION (3 Years)**Friday, 1st January - , 2021

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

UM03ABBI21 / UM03ABBI51: Fundamentals of E-Commerce

Note: Attempt Any Four Questions Out of Eight**All Questions Carry Equal Marks****Total Marks: 70**

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- Q-1 What is E-Business? Explain Frame work and benefits of EC in brief.
- Q-2 Define E-Commerce? Explain definition of EC from various perspectives and also explain that how EC is beneficial to consumer.
- Q-3 Explain Value Proposition, Revenue Model and Market Opportunity Business Model in brief.
- Q-4 Write a note on: B2B Business Model.
- Q-5 What is E-Supply Chain? Explain Activities and Infrastructure of E-SCM in brief.
- Q-6 Explain Market Space Components and Types of E-Markets in brief.
- Q-7 Explain Customer Facing and Customer Touching classifications of CRM applications and also explain Satisfaction in EC concept.
- Q-8 What is CRM? Give Explanation about Scope, Types, Limitations and Implementation Issues of CRM and also explain Customer Centric CRM application.

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