

SEAT No. _____

C10J

No. of printed pages: 1

SARDAR PATEL UNIVERSITY
SYBBA-ITM (3 Years) SEMESTER – III EXAMINATIONS – 2021 (NC)
UM03FBBI02 : FUNDAMENTALS OF E-COMMERCE

Saturday, 9th January, 2021

Time: 10.00 AM to 12.00 PM

Max. Marks: 60

Attempt any Four questions.

[60]

1. Explain Benefits and Limitations of E-Commerce.
2. List and explain different perspectives of E-Commerce. Also list and explain classification of EC by nature of transaction with appropriate example.
3. Explain following key ingredients of the business model:
 - A. Value Proposition
 - B. Revenue Model
 - C. Competitive Advantage
4. Explain following models in detail.
 - A. B2C business model: Portal
 - B. B2C business model: Transaction Broker
 - C. B2B business model: E-Distributor
5. Define Electronic Marketplaces. List and explain components and players of electronic marketplace. Also explain types of E-Market Places.
6. Explain Electronic credit card system – players and process as the most popular and Debit card as being the second most popular electronic payment method on internet.
7. Define One-to-One Marketing. List and explain key Issues related to One-to-One Marketing in detail.
8. Define CRM. Explain types of CRM. List out benefits and limitations of CRM. Explain issues in CRM implementation in detail.

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