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SARDAR PATEL UNIVERSITY

S.Y.B.B.A (ITM) SEMESTER -III (CBCS) EXAMINATIONS – 2016 (NC)

UM03CBBI06: E-COMMERCE [4 Years]

Thursday, 8th December, 2016

Time: 2.00 PM to 4.00 PM

Max. Marks: 60

Q-1

(A) Define E-Commerce from various perspectives. Also explain classification of E-Commerce by nature of transaction. [10]

(B) Explain Pure v/s Partial E-Commerce. [5]

OR

Q-1

(A) Write note on Benefits and Limitations of EC. [10]

(B) Explain framework of EC. [5]

Q-2

(A) Explain Value Proposition and Competitive Advantage as key ingredients of a business model in detail. [10]

(B) Explain E-tailer B2C Business model with example. [5]

OR

Q-2

(A) Explain Portal and Service Provider B2C Business models with example. [10]

(B) Explain Revenue Model as a key ingredient of a business model in detail. [5]

Q-3 Define 'Customer Relationship Management'. Discuss types, benefits and limitations of CRM. Also discuss classifications of CRM applications. [15]

OR

Q-3 List and explain various types of electronic payment systems. [15]

Q-4 Explain the process and evaluation of building the website in detail. [15]

OR

Q-4 Explain the process of Web site hosting and registering a Domain name. [15]

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