

Seat No.: \_\_\_\_\_

No of Printed Pages :1

[4]

**SARDAR PATEL UNIVERSITY**  
**SYBBA-ITM Third Semester EXAMINATION CBCS (3 Years)**  
**9/12/2016 (Friday)**  
**Fundamentals of E-Commerce (UM03FBB102)**

Time: 2.00 pm – 04.00 pm

Total Marks: 60

- Q.1**  
(A) Define E – Commerce. Explain Classification of E-Commerce by the nature of the transaction. [10]  
(B) Definition of EC from various perspective. [5]  
OR
- Q.1**  
(A) Explain the Framework of E-Commerce with its advantages in detail. [10]  
(B) Explain impacts of EC on Finance and Account area. [5]
- Q.2**  
(A) Explain Business models emerging E-commerce areas. [10]  
(B) Explain Revenue Model. [5]  
OR
- Q.2**  
(A) Write a short note on major BUSINESS TO BUSINESS (B2B) Business Models. [10]  
(B) Explain Unique features of Ecommerce Technology. [5]
- Q.3**  
(A) Explain types of electronic market. [10]  
(B) Write a short note on Debit Card payment system with its advantages. [5]  
OR
- Q.3**  
(A) Write a short note on electronic credit card system on the internet. [10]  
(B) Explain marketpace components. [5]
- Q.4**  
(A) What is CRM? Explain CRM Implementation Issues. Also explain the factors are required to implement CRM program effectively. [10]  
(B) Explain one-to-one marketing. [5]  
OR
- Q.4**  
(A) Explain Customer Loyalty and Collaborative filtering. [10]  
(B) Explain Classifications of CRM applications. [5]

\*\*\*\*\* All the Best \*\*\*\*\*