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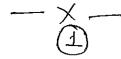
SARDAR PATEL UNIVERSITY

B.B.A. - ITM SEMESTER - III EXAMINATION

Friday, 30th November, 2018 02:00 P.M. TO 04:00 P.M.

UM03CBBI06: E-Commerce

| | | Total Marks: | 60 |
|-----------|---------|---|------|
| Q-1 | (A) | Define E-Business. Explain Frame work of EC in brief. | [10] |
| - | (B) | Explain benefits to Organizations. | [05] |
| OR | | | |
| Q-1 | (A) | Define E-Commerce. Discuss definition of EC from various perspectives. | [10] |
| | (B) | Explain benefits of E-Commerce (EC). | [05] |
| Q-2 | | Explain any three Eight key ingredients of Business Model in brief. OR | [15] |
| Q-2 | | Write a note on: B2C Business Model. | [15] |
| Q-3 | ı. | Write a detail note about E-SCM concept. | [15] |
| | | OR | |
| Q-3 | | Write a detail note about Electronic Payment Systems. | [15] |
| Q-4 | (A) | Explain Classification of Website and Building the Website with its process and evaluation. | [12] |
| | (B) | a company apparent | [03] |
| OR OR | | | |
| Q-4 | i (A) | Discuss Website Promotion in detail. | [12] |
| <u> </u> | (B) | L'A | [03] |
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