

[17/A-8]

SEAT No. _____

No. of Printed Pages: 1

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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

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- 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. [15]
- OR**
- Q-2 Write a note on: B2C Business Model. [15]
- Q-3 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) Explain the Content Management concept. [03]
- OR**
- Q-4 (A) Discuss Website Promotion in detail. [12]
(B) Explain the Quality Assurance concept. [03]

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