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SEAT No. _____

No. of printed pages: 1

SARDAR PATEL UNIVERSITY
SYBBA-ITM SEMESTER – III EXAMINATIONS – 2018
UM03FBB102 : FUNDAMENTALS OF E-COMMERCE
Saturday, 1st December, 2018

Time: 2.00 PM to 4.00 PM

Max. Marks: 60

Q-1

- (A) Explain impact of EC in the following area: [8]
1. Marketing
2. Finance and Accounting
- (B) List and explain classification of EC by nature of transaction. [7]

OR

Q-1

- (A) Write note on: Benefits and Limitations of EC. [8]
(B) Define EC from different perspectives of E-Commerce. [7]

Q-2 Write note on:

1. Key ingredient of Business Model : Competitive Environment
2. B2C Model : Transaction Broker
3. B2B Model : B2B Service Provider

[15]

OR

Q-2 Write note on:

1. Key ingredient of Business Model : Revenue Model
2. B2C Model : Content Provider
3. B2B Model : E-Distributor

[15]

Q-3

- (A) Write short note on: Electronic Credit card System on internet [8]
(B) Write note on: E-Supply Chain [7]

OR

Q-3

- (A) List and explain types of Electronic markets. Also explain types of Electronic malls. [8]
(B) List and explain all Market space Components. [7]

Q-4

- (A) What is One-to-One Marketing? Explain key issues related to One-to-One Marketing in detail. [10]
(B) List and explain factors required to implement CRM program effectively. [5]

OR

Q-4

- (A) Define: CRM. Explain types, benefits and limitations of CRM. [10]
(B) List and explain types of CRM Application [5]

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