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SARDAR PATEL UNIVERSITY
S. Y. B.C.A. (IV SEMESTER) EXAMINATION
Saturday, 9th April, 2016
10.30 A.M to 12.30 P.M
US04EBCA01: E-Commerce

Total Marks : 70

[10]

Q-1. Multiple Choice Questions.

1. Today, most E-commerce is _____.
a). C2C
b). B2B
c). B2C
d). C2B
2. The best products to sell in B2C e-commerce are _____.
a). Small products
b). Digital products
c). Specialty products
d). Fresh products
3. A _____ is a document that describes a firm's business model.
a). Business Plan
b). Business Model
c). Business Process
d). e-commerce Business Model
4. A company provides a forum for advertisements and receives fees from advertisers are known as _____.
a). Advertising Revenue Model.
b). Affiliate Revenue Model.
c). Subscription Revenue Model.
d). Transaction Fee Revenue Model.
5. Online retail stores, often called _____.
a). Portal
b). E-tailer
c). Service provider
d). Content provider
6. A _____ in which sellers and buyers exchange goods and services electronically for money.
a). market
b). city market
c). market space
d). none of these
7. _____ are goods that can be transformed to digital format and delivered over the internet.
a). Digital products
b). Physical products
c). Physical goods
d). None of these
8. An _____ is an online shopping location where many stores are located.
a). e-mall/online mall
b). e-mail
c). e-store
d). none of these
9. CRM stands for _____.
a). Customer Relationship Management
b). Centric Reengineering Model
c). Customer Reference Management
d). Collective Related Model
10. Which one of the following is an example of online networking applications?
a). Chat Rooms & Discussion
b). Data Mining
c). Self-Service & Campaign Mgmt
d). Data Reporting & Ware housing

Q-2. Short Question. (Write Any Ten)

[20]

1. What is E-commerce?
2. What is Electronic market?
3. What is B2B? Define with example.
4. Explain in brief: M-Commerce business model.
5. Define Business Model.
6. Explain in brief: Content Provider.
7. Define digital product and provide five examples.
8. What is the difference between a physical marketplace and an e-marketplace?
9. List the components of a market space.
10. State the limitations of CRM
11. Explain Operational CRM

[P.T.O]

- 12 Define Campaign management.
- Q-3. [A] What is E-Commerce? Write down classification of EC by Nature of transactions. [5]
 [B] Explain framework of E-Commerce. [5]
- OR**
- Q-3. [A] Write down benefits to Consumers. [5]
 [B] Write down limitations of E-Commerce. [5]
- Q-4. [A] Explain following B2C business model with example. [5]
 1. Portal
 2. E-tailer
- [B] Explain Five Primary Revenue model with example. [5]
- OR**
- Q-4. [A] Explain M-Commerce business model with advantages and disadvantages. [5]
 [B] Explain Following B2B business model with example. [5]
 1. E-Distributor
 2. B2B Service Provider
- Q-5. [A] List various types of stores and malls and explain all of them in detail. [5]
 [B] Define information portals and list types of portals explain each one or two lines. [5]
- OR**
- Q-5. [A] Discuss the roles and values of intermediaries in e-markets. [5]
 [B] Write short note on competitive factors. [5]
- Q-6 [A] Give descriptions for classification of CRM applications. [5]
 [B] Describe Customer Touching Applications in detail. [5]
- OR**
- Q-6 [A] Give a brief description of one to one marketing in EC. [5]
 [B] Write a note on CRM Implementation Issues. [5]

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