

[74&A-45]

SARDAR PATEL UNIVERSITY
S.Y. BCA. (SEM- IV)(CBCS) (REG.& NC) EXAMINATION 2018
Monday, 9th April
2:00 P.M To 4:00 P.M
US04EBCA01: E-Commerce

Total Marks : 70

Q-1. Select the correct option for the following questions.

[10]

1. Which of the following describes e-commerce?
 - a) Buying products from each other
 - b) Buying services from each other
 - c) Selling services from each other
 - d) All of the above
2. Online auction websites are the examples of _____ E-commerce category.
 - a) B2C
 - b) B2B
 - c) C2C
 - d) None of the above.
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. Online retail stores, often called _____
 - a) Portal
 - b) E-tailer
 - c) Service provider
 - d) Content provider
5. A firm's _____ refers to the other companies operating in the same market space selling similar products.
 - a) Competitive Advantage.
 - b) Competitive Environment.
 - c) Revenue Model.
 - d) Value Proposition.
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 goods
 - c) Physical products
 - d) None of these
8. _____ are accessed by telephone or cell phone.
 - a) Voice portals
 - b) PC based portals
 - c) Personal portals
 - d) none of these
9. Which one of the following is the example of Sales Force Automation?
 - a) Wireless Device
 - b) Wire able Devices
 - c) Electronic Devices
 - d) Devices
10. CRM stands for _____
 - a) Customer Relationship Management
 - b) Centric Reengineering Model
 - c) Customer Reference Management
 - d) Collective Related Model

Q-2. Answer for the following short questions. (Attempt Any Ten)

[20]

- 1 Define Perspective of E-commerce.
- 2 What is B2C? Define with example.
- 3 What is E-commerce?
- 4 Explain in short: Content Provider.
- 5 Define Business Plan.
- 6 Explain in brief: M-Commerce business model.
- 7 What is the difference between a physical marketplace and an e-marketplace?
- 8 Define digital product and provide five examples.
- 9 What are information portals?
- 10 Define the term CRM and list out types of CRM
- 11 Define Campaign management.
- 12 List out Customer Facing Applications

[P.T.O]

- Q-3 [A] What is E-Commerce? Write down classification of EC by Nature of transactions. [5]
[B] Write the future of E-Commerce. [5]

OR

- Q-3 [A] Explain framework of E-Commerce. [5]
[B] Write down benefits to Consumers and Benefits to society. [5]

- Q-4 [A] Define Business Model. List key ingredients of a business model. Explain any two of them. [5]
[B] Explain M-Commerce business model with advantages and disadvantages. [5]

OR

- Q-4 [A] Explain Five Primary Revenue model with example. [5]
[B] Explain Following B2B business model with example. [5]
a) E-Distributor
b) B2B Service Provider

- Q-5 [A] List various market space components and explain any three of them in brief. [5]
[B] List various types of stores and malls and explain all of them in detail. [5]

OR

- Q-5 [A] Describe some success factors for e-markets [5]
[B] List impact of e-markets on business process and organization. Discuss one of them in detail. [5]

- Q-6 [A] Give descriptions for classification of CRM applications. [5]
[B] Give a brief description of one to one marketing in EC. [5]

OR

- Q-6 [A] Describe Customer Facing Applications in detail. [5]
[B] Explain CRM and types of CRM. [5]

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