

[30/A-41]

SEAT No. _____

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SARDAR PATEL UNIVERSITY
S.Y. BCA. (SEM- IV)(CBCS) (REG.& NC) EXAMINATION 2019

Friday, 5th April

Time: 02:00 P.M To 04:00 P.M

US04EBCA01: E-Commerce

Total Marks : 70

- Q-1. Select the correct option for the following questions. [10]**
1. A network that uses a virtual private network to link intranets in different locations over the internet is called _____
 - a) Intranet
 - b) Internet
 - c) Extranet
 - d) Virtual Private Network
 2. Future of Electronic Commerce consist which of the following _____.
 - a) Business to Business
 - b) Business to Consumer
 - c) Consumer to Consumer
 - d) Consumer to Business
 3. A _____ defines how a company's product and services fulfills the need of
 - a). Competitive Advantage
 - b). Competitive Environment.
 - c). Revenue Model.
 - d). Value Proposition.
 4. _____ offers services online.
 - a) Portal
 - b) E-tailer
 - c). Service provider
 - d). Content provider
 5. _____ sell business services to other firms.
 - a). E- distributor
 - b). B2B Service Provider
 - c). Content provider
 - d). Matchmaker
 6. In marketing, a _____ typically is a third party that operates between sellers and buyers.
 - a).owner
 - b). office boy.
 - c). intermediary
 - d). operator
 7. _____ are accessed by telephone or cell phone.
 - a).Voice portals
 - b).PC based portals
 - c). Personal portals
 - d). none of these
 8. _____ 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
 9. 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
 10. Several vendors offer automated e-mail reply systems known as _____ which provide answers to commonly asked questions.
 - a). Customer Services
 - b). Auto-responders
 - c). Intelligent agent Customer Services
 - d). Customer Interaction Sender

- Q-2. Answer for the following short questions. (Attempt Any Ten) [20]**
- 1 Define Intra Business E-commerce with example.
 - 2 What is C2C? Define with example.
 - 3 What is E-commerce?
 - 4 Define e-commerce business Model.
 - 5 Explain in short: Value Preposition.
 - 6 Explain in short: M-Commerce business model.

[P.T.O]

- 7 Define following terms: electronic storefronts and e-malls / Online mall.
- 8 What are information portals?
- 9 Describe some success factors of e-market.
- 10 Define Campaign management.
- 11 Explain Collaborative Filtering and list out them.
- 12 Explain Operational CRM.

- Q-3 [A] Write down benefits to Organizations. [5]
[B] Write down limitations of E-Commerce. [5]

OR

- Q-3 [A] Explain framework of E-Commerce. [5]
[B] What is E-Commerce? Write down classification of EC by Nature of transactions. [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] Discuss the roles and values of intermediaries in e-markets. [5]
[B] Write short note on competitive factors. [5]

OR

- Q-5 [A] Explain Impact of EC in finance and accounting. [5]
[B] Explain Impact of EC in human resource management and training. [5]

- Q-6 [A] Explain the Benefits and Limitations of CRM. [5]
[B] Explain the customer loyalty in brief. [5]

OR

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