SARDAR PATEL UNIVERSITY
S.Y.B.C.A. SEMESTER – III (CBCS) EXAMINATIONS – 2019
US03SBCA23 : E-Commerce
Monday, 25th November, 2019

Time: 02.00 PM to 04.00 PM   Max. Marks: 35

Q-1   Multiple Choice Questions.   **[5]**

1.   The best products to sell in B2C e-commerce are:
     A.   Small products   C.   Digital products
     B.   Specialty products   D.   Fresh products

2.   A firm's _____refers to the other companies operating in the same marketspace selling similar products.
     A.   Competitive Advantage   C.   Revenue Model
     B.   Competitive Environment D.   Value Proposition

3.   In marketing, a _____ typically is a third party that operates between sellers and buyers.
     A.   owner   C.   intermediary
     B.   office boy   D.   operator

4.   _____ involves providing a product or service that is not available elsewhere.
     A.   Differentiation   C.   Explanation
     B.   Customization   D.   None of these

5.   Which one of the following is an example of online networking applications?
     A.   Chat Rooms & Discussion C.   Self-Service & Campaign Mgmt
     B.   Data Mining   D.   Data Reporting & Ware housing

Q-2   Attempt any five.   **[10]**

1.   What is Electronic market?
2.   Write down technological limitation of E-commerce.
3.   Define Business Model.
4.   Explain in brief: Value Proposition
5.   List various types of stores and e-malls.
6.   List the role of intermediaries in e-markets.
7.   State the limitations of CRM

Q-3
(A)   What is E-Commerce? Write down classification of EC by Nature of transactions.   **[5]**
(B)   Explain B2C business model – E-tailer with example.   **[5]**

OR

Q-3
(A)   Write down benefits of E-Commerce to consumers and society..   **[5]**
(B)   Explain primary Revenue model with example.   **[5]**

Q-4
(A)   Write short note on E-market success factors.   **[5]**
(B)   Explain CRM and types of CRM.   **[5]**

OR

Q-4
(A)   List various marketspace components and explain any three of them.   **[5]**
(B)   Describe Customer Facing Applications in detail.   **[5]**