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SEAT No. \_\_\_\_\_

No. of Printed pages : 1

SARDAR PATEL UNIVERSITY

Third Year BCOM (Hon.) (3 Years) (SEM-VI) EXAMINATION

DATE: 03/04/2018, Tuesday

TIME: 02:00p.m to 04:00p.m

UB06SCOH01: E-Commerce

Total Marks: 60

Note: 1. All the questions are compulsory. 2. Figures to the right indicate marks.  
3. Start a new question from a new page.

Q.1

- a. Define E-Commerce. Discuss various benefits of E-Commerce in recent times.

[15]

OR

Q.1

- a. Explain classification of E-Commerce by nature of transaction.  
b. Define E-Commerce from various perspectives.

[10]

[05]

Q.2

- a. Write short notes (ANY THREE)

[15]

1. Value Proposition
2. E-tailer
3. Competitive Environment & Competitive Advantage
4. Service Provider & Community Provider
5. Portal

Q.3

- a. Define 'Customer Relationship Management'. Describe various benefits and limitations of CRM.

[15]

OR

Q.3

- a. Discuss various types of electronic payment systems.

[15]

Q.4

- a. Write a note on – Content Creation, Delivery and Management.

[15]

OR

Q.4

- a. Describe the process of building a Web site.  
b. Write a note on – Website Design

[08]

[07]