



- 3 Discuss Online Auction (4)
- Q-4 Attempt all questions**
- 1 Write a note on: web hosting alternatives (5)
  - 2 Discuss payment cards in details (5)
  - 3 Discuss E-Mail marketing (4)
- Q-5 Attempt all questions**
- 1 Describe Communication marketing (5)
  - 2 Write a note on: Virtual communities (5)
  - 3 Discuss Electronic wallet (4)
- Q-6 Attempt all questions**
- 1 Explain protection of intellectual properties in online business (5)
  - 2 Discuss subscription revenue model (5)
  - 3 Discuss basic function of E-commerce software (4)
- Q-7 Attempt all questions**
- 1 Discuss E-Business in detail (7)
  - 2 Describe various ethical issues of E-Commerce (7)
- Q-8 Attempt all questions**
- 1 Write a note on: EDI on Internet (7)
  - 2 Describe customer relationship management in detail (7)

