

- Q-4** **Attempt all questions**
- 1 Write a note on: EDI (5)
 - 2 Discuss online auction (5)
 - 3 Discuss E-Mail marketing (4)
- Q-5** **Attempt all questions**
- 1 Describe marketing Communication (5)
 - 2 Explain Virtual communities (5)
 - 3 Discuss organizational trends in E-Business (4)
- Q-6** **Attempt all questions**
- 1 Explain protection of intellectual properties in online business (7)
 - 2 Describe various ethical issues of E-Commerce (7)
- Q-7** **Attempt all questions**
- 1 Discuss Web hosting in detail (7)
 - 2 Describe E-Commerce online payment (7)
- Q-8** **Attempt all questions**
- 1 Write a note on: Business models (7)
 - 2 Describe revenue models (7)

