

C.U.SHAH UNIVERSITY

Winter Examination-2021

Subject Name: E-Commerce

Subject Code: 4CS05BEC1

Branch: B.C.A.

Semester: 5

Date: 16/12/2021

Time: 11:00 To 02:00

Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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Q-1 Attempt the following questions: (14)

- 1) What is meaning of B2C?
A) Business to Collection B) Business to Consumer
C) Business to Commerce D) Business to Company
- 2) Which segment do Amazon, eBay belong?
A) B2B B) B2C
C) C2B D) C2C
- 3) Which is/are a function(s) of E-Commerce?
A) Marketing B) Warehousing
C) Advertising D) All of the above
- 4) What is meaning of ERP?
A) Enterprise resource Planning B) Enterprise resource Project
C) Enterprise resource Passing D) Enterprise resource Process
- 5) OLX is an example of _____ E-Commerce segment.
A) B2B B) B2C
C) C2C D) C2B
- 6) Customers pay a fixed amount, usually monthly or quarterly or annually, to get some type of service is known as _____ E-Commerce Business Model.

A) Transaction B) Affiliation
C) Subscription D) Licensing
- 7) Which of the following is/are function(s) of E-Commerce software?
A) Catalog display B) Transaction processing
C) Shopping cart capabilities D) All of these



- 8) What is a Stored Value Card?
 A) Credit card
 B) Gift Card
 C) Wallet
 D) None of these
- 9) _____ is the buying and selling information products and services over computer communication network.
 A) Commerce
 B) E-Commerce
 C) E-Business
 D) None of these
- 10) Which one of the following is not an online payment mode?
 A) Cash on delivery
 B) Debit Card
 C) e-Cheque
 D) Credit Card
- 11) Which one is a threat for E-Commerce?
 A) Firewall
 B) Trojan horse
 C) Encryption
 D) None of these
- 12) E-Banking is also known as?
 A) ATMs
 B) Traditional banking
 C) Net banking
 D) None of these
- 13) Identifying vendors, evaluating vendors are activity included in...
 A) Purchasing activity
 B) Logistics activity
 C) Support activity
 D) All of these
- 14) In which type of auction, bidding starts from high price and drop until a bidder accept a price?
 A) English auction
 B) Dutch auction
 C) First price sealed bid
 D) Second price sealed bid

Attempt any four questions from Q-2 to Q-8

Q-2 Attempt all questions

- a) Describe B2B Business model of E-Commerce **05**
- b) Discuss organizational trends. **05**
- c) Explain various advantages of E-Commerce **04**

Q-3 Attempt all questions

- a) Discuss various phases of CRM **05**
- b) Discuss language and cultural issues in E-Commerce **05**
- c) What is authentication and authorization? **04**

Q-4 Attempt all questions

- a) Explain Advertising revenue model. **05**
- b) Discuss web marketing strategy. **05**
- c) What are purchasing and logistics activities? **04**



- Q-5 Attempt all questions**
- a) Discuss importance of marketing communication. **05**
 - b) Explain market segmentation. **05**
 - c) What is Cookie and E-Cash? **04**
- Q-6 Attempt all questions**
- a) Explain Legal issues in E-Commerce. **07**
 - b) Discuss E-Marketing. **07**
- Q-7 Write a Note on:**
- a) E-Business. **07**
 - b) E-Commerce Software. **07**
- Q-8 Attempt all questions**
- a) Describe various payment methods of E-Commerce. **07**
 - b) Discuss various types of auction held by business. **07**

