

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2022

Subject Name: E-Commerce

Subject Code : 4CS05BEC1

Branch: BCA

Semester: 5

Date: 24/11/2022

Time: 02:30 To 05:30

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.

Q-1 Attempt following MCQ.

14

- 1) E-Commerce stands for____
 - a. Electronic Commerce
 - b. Electronic Company
 - c. Electronic Creation
 - d. all of these
- 2) M-Commerce stands for____
 - a. Mobile Commerce
 - b. Mass of Commerce
 - c. Money Commerce
 - d. all of these
- 3) B2B stands for____
 - a. Business to Bridge
 - b. Business to Business
 - c. A & B both
 - d. None of these
- 4) B2C stands for____
 - a. Business to Credit
 - b. Business to Customer
 - c. A & B both
 - d. None of these
- 5) C2C stands for____
 - a. Credit to Customer
 - b. Customer to Customer
 - c. A & B both
 - d. None of these
- 6) _____ is a part of E-Commerce Website.
 - a. Invoice
 - b. Data analysis
 - c. Processor
 - d. All of these
- 7) _____ is an examples of E-Commerce Website.
 - a. flipkart
 - b. indiamart
 - c. ebay
 - d. All of these



- 8) _____ is basic necessity of E-Commerce
- a. VPN
b. Internet
c. Processor
d. All of these
- 9) _____ is not in 5C's Model.
- a. Credit
b. Customer
c. Communication
d. None of these.
- 10) What are requirements/features for E-Commerce website?
- a. Friendly website/app
b. easy return policy
c. Enhanced shopping cart
d. All of these.
- 11) Define Internet.
12) Define WWW.
13) What is FTP? Why we use it?
14) What is web server?

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

- Q-2 Attempt following questions. 14**
- a) Explain role of internet in E-commerce. 7
b) Explain advantages and disadvantages of commerce. 7
- Q-3 Attempt following questions. 14**
- a) Explain component of E-Commerce. 7
b) Enlist types of E-Commerce. Explain B2B,B2C types in brief. 7
- Q-4 Attempt following questions. 14**
- a) Explain Product and Invoice with respect to E-Commerce. 7
b) Explain 5-C's model in brief. 7
- Q-5 Attempt following questions. 14**
- a) What is M-Commerce? Explain briefly M-Commerce. 7
b) What is business model? Explain briefly business models. 7
- Q-6 Attempt following questions. 14**
- a) Write a note on: Web marketing strategy. 7
b) Discuss language and cultural issues in E-Commerce. 7
- Q-7 Attempt following questions. 14**
- a) Explain various types of payment method in E-Commerce. 7
b) Discuss various types of auctions held by business. 7
- Q-8 Attempt following questions. 14**
- c) Write a note on: E-Marketing. 7
d) What is E-Commerce Software? Explain briefly E-Commerce Software's. 7

