

SL No of QP : 1823

Unique Paper Code (UPC) : 2923062003

Name of the Paper : E-Commerce

Name of the Course : Bachelor of Management Studies

Semester : V/III

Duration : 3 hours

Maximum Marks : 90 Marks

Attempt all questions.

Q1. a) Discuss the various B2C E-Commerce models. Illustrate with the help of examples.

(9)

b) Discuss the various provisions of IT Act 2000.

(9)

Q2. a) "In the current scenario e entertainment services like OTT are readily available to the customers". Elaborate the above statement highlighting the benefits of the e-entertainment services.

(9)

b) Discuss the ISP Policy of India.

(9)

Q3. a) Explain the role of website in B2C Commerce.

(9)

b) Discuss the essentials of a Website structure in context to SEO.

(9)

Q4. a) Discuss the relevance of content marketing and viral marketing as e marketing strategies.

(9)

b) As customers we should be careful while transacting with online business. Elaborate the above statement highlighting the various security, legal and ethical issues in e commerce.

(9)

Q5. Write short notes on any three of the following topics:

a. Web Design

b. M-commerce

c. Crawling Techniques

d. Affiliate Marketing

(6X3)