

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3616

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Unique Paper Code : 6332493602

Name of the Paper : E-Commerce

Name of the Course : **B.VOC (WEB DESIGNING)**

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All Questions in Section-A** are compulsory.
3. Attempt any **four** questions from **Section-B**.
4. Parts of a question should be attempted together.

Section A

1.
 - a) What do you understand by E-commerce? (3)
 - b) Write a short note on driving forces of E-commerce. (3)
 - c) What is a business model? (3)
 - d) Define World Wide Web (WWW). (3)
 - e) What is e-marketing? (3)
 - f) What is online shopping? (3)
 - g) Define e-auction. (3)
 - h) What is e-tailing? (3)
 - i) Identify whether the following are online services or traditional services: (3)
 - (i) Online banking
 - (ii) Shopping from local store
 - (iii) Paying electricity bill through website
 - j) List any three features of E-commerce. (3)

Section B

2.
 - a) Explain the concept and significance of E-commerce in modern business. 8
 - b) Describe the driving forces of E-commerce with examples. 7
3.
 - a) What is an E-commerce business model? Explain its key elements. 8
 - b) Discuss the importance of internet technologies in E-commerce. 7

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| 4 | a) | Explain how online portals and e-services are used in daily life. | 8 |
| | b) | Explain the concept of e-publishing and e-entertainment. | 7 |
| 5 | a) | Explain the working and benefits of online learning platforms. | 8 |
| | b) | What are the challenges faced in online business transactions? | 7 |
| 6 | a) | Describe the role of E-commerce in banking and utility services. | 8 |
| | b) | What is an online portal? Explain its types and uses. | 7 |
| 7 | a) | Explain the importance of website design in E-commerce success. | 8 |
| | b) | Discuss the challenges in maintaining an E-commerce website. | 7 |