

S.No. of Q. Paper : 649
Unique Paper Code : 61018615
Name of the Paper : E- Commerce & E- Marketing
Name of the Course : B. Voc. Banking Operations / Software Development / Banking and Insurance
Semester : VI
Duration : 3 Hours ~~30 Minutes~~
Maximum Marks : 75 Marks

Instructions:

- a) All questions carry equal marks (15 marks each)
- b) Attempt any 5 questions.

(Attempt any 5 questions)

- Q1. Discuss the innovative e marketing strategies employed by the e-marketers during covid-19 with the help of examples.
- Q2. Many E-Commerce companies that started with pure online business are now shifting to hybrid models i.e brick and mortar business too . Explain the reasons for the same by citing the example.
- Q3. Explain the various strategies that can be used by the e-marketer to gather visitors to their websites.
- Q4. Which electronic business model focuses on providing goods and services to the consumers. What are the challenges to the above business model.
- Q5. Explain the concept of segmentation, targeting and positioning with the help of an example (real case or hypothetical case).
- Q6. What are payment gateways ? Explain their importance in e-commerce.
- Q7. Write a note on Section 66A of IT Act 2000. Why this section was scrapped? Explain in light of right to freedom of speech and expression.
- Q8. Distinguish between internet , intranet and extranet with the help of examples.