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Your Roll No.....

Sr. No. of Question Paper : 5920
Unique Paper Code : 61018615
Name of the Paper : E- Commerce and E-Marketing
Name of the Course : B.Voc.
Semester : VI
Duration : 3 Hours
Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions in all.
3. **All** questions carry equal marks. (15 marks each)

Q.1 "A website is the face of online business" Do you agree with this statement? What are the various precautions that should be taken while designing a business website? Support your answer with real-life examples.

Q.2 "E-banking is an electronic application which allows the customers to perform any banking function in a more protected and secure manner than traditional banking", justify the statement. What are the four most common types of electronic fund transfer?

Q.3 Mr. Arun wants to launch his existing traditional garment trading business on the internet as his sales got adversely affected due to Pandemic Covid-19. Explain what all different e-commerce models are available on the internet and suggest which e-commerce business model should he adopt to expand his business globally?

Q.4 How e-marketing is replacing traditional marketing? Also, explain the various challenges faced by e-marketing?

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- Q.5 Explain the most common and effective tools of internet marketing (any five).
- Q.6 Though e-commerce is full of potential but still there are some security concerns, explain the various threats in e-commerce and what remedies are available for internet users against online fraud as per IT Act 2000.
- Q.7 What are the various risks involved in payment systems. Discuss the above along with the methods to minimize the risks involved in e-commerce.
- Q.8 How blogging can be used in promoting e-business? Explain in context to the food blogs