

SET- B

Unique Paper Code	:	61018615
Name of the Paper	:	E- Commerce & E- Marketing
Name of the Course	:	B. Voc.
Semester	:	VI
Duration	:	3 Hours
Maximum Marks	:	75 Marks

**Instructions for Students**

Attempt **ANY FOUR** questions out of six questions.

Q.1 Mr. X is planning to launch his existing vegetables and fruits trading business online as his sales got adversely affected due to pandemic. 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?

Q.2 “E- banking is an e-commerce 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 It is known that timely and honest feedback plays an important role in making the website more effective and attractive. As an e- commerce retail store owner, how will you make sure the users to give you honest and critical feedback?

Q.4 How the online- marketing has revolutionized the customer-company relationship? Also explain the challenges faced by e-commerce businesses in this respect?

Q.5 Suggest some reasonable and cost-effective tools of internet marketing for a start-up business to enhance their reach on the global platform.

Q.6 Explain the various threats in e- commerce and what remedies are available for internet users against online fraud as per IT act 2000.