Your Roll No...........................

Sr. No. of Question Paper : **6884**

Unique Paper Code : 61018615

Name of the Paper : E- Commerce and E-Marketing

Name of the Course : **B.Voc. (Banking, Financial Services and Insurance, Software Development)**

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. The paper has two Sections.

3. All questions in 'Section A' are compulsory.

4. Attempt any five questions from 'Section B'

5. Parts ofa question must be answered together.

SECTION A

1 (i)   Define the following terms: 3+3+3
      a) Search Engine Optimization
      b) Cyber Terrorism
      c) Hypertext Links

  (ii) State two advantages and limitation of debit card and credit card   2+2
each.

  (iii) What do you understand by the term Domain Name? What are its   1+3
different types?

P.T.O.

(iv). Explain how digital signature helps in maintaining the integrity and authenticity of data in the business?   4

(v) What do you mean by Domain Name? How is it different from IP Address.   2+2

SECTION B

2 (a) What is E-Commerce? What are the essential features (at least six) of E-Commerce?   2+3

  (b) What do you mean by e-marketing mix? What are its components? Explain with suitable examples.   1+4

3 (a) What are the various risks involved in electronic payment system.   5

  (b) State five Myths related to E-Commerce. Explain.   5

4 (a) Suppose you want to purchase a Smart TV. Briefly explain your buying process and what drives you to make this purchase.   3

  (b) What is Cryptography? What are the various types of cryptography used in E-Commerce?   2+5

5 (a) What is E-CRM? How is it different from traditional CRM? Explain benefits and limitations of E-CRM.   1+2+4

  (b) Discuss three major differences between E-Commerce and E-Business with examples   3

6 Explain different E-Business Models. What are its advantages? Explain each model with suitable examples.   10

7 What are the objectives of Information Technology Act 2000? Explain various cyber laws covered under this act in order to ensure security in the internet world.   3+7

8 What do you understand by the term 'Middleware'? Discuss various technical components required for operating an E-Commerce Website.   2+8