

[This question paper contains 2 printed pages.]

Your Roll No.....

**Sr. No. of Question Paper** : **8123**  
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. Question paper contains total 8 questions.
  3. Attempt any 5 questions.
  4. All questions carry 15 marks each.
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1. What is e-commerce? Discuss its nature and scope. Give a diagrammatic presentation of the process of E-commerce.
  2. Discuss the different E-business models. How is pure online different from Brick and Click.
  3. Write a note on Middleware and various middleware used in online business enterprises.
  4. Explain e-money and its properties. What are the various types of e-money?

P.T.O.

5. What do you understand by Payment Gateways? How does it function?
6. Explain the concept of segmentation, targeting and positioning in e-marketing management with the help of an example.
7. Describe the nature and importance of e-marketing. Highlight on the challenges and opportunities for e-marketing.
8. Write short notes: (any three)
  - (a) Threats in E-Commerce
  - (b) M-Commerce
  - (c) Difference between credit card and debit card
  - (d) Smart Card
  - (e) Social Media marketing