

02/06/26 (Evening) 02/06/26 (u)

Roll No.



Sr. No. of Question Paper : 816

Unique Paper Code : 61018615

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

Name of the Course : B.Voc(Software Development , BFSI)

Duration : 3 Hours

Maximum Marks : 75 Marks

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 Every question has equal marks. (15x5= 75)

Q1. Explain different E-Business Models with suitable examples. What are its advantages?

Q2. "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?

Q3. What are the various risks involved in payment systems? Discuss them along with the methods to minimize the risks involved in e-commerce.

Q4. Suggest some reasonable cost-effective tools of internet marketing for a start-up business to enhance their reach on the global platform.

Q5. Differentiate between e.marketing and traditional marketing? Also, explain the various challenges faced by e-marketing?

Q6. Explain the various threats in e-commerce and what remedies are available for internet users against online fraud as per IT act 2000.

Q7. Write short notes on (any two)

(7.5x2)

- a) Blogging
- b) Types of EFT(Electronic fund transfer)
- c) E-Marketing Mix
- d) Digital Signature