

SEAT No. \_\_\_\_\_

[13]

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM-III EXAMINATION 2017**  
**(UM03FBBI02) Fundamentals of E-Commerce**

**Time: 02:00 p.m. to 04:00 p.m.**

**Date: 28/11/2017, Tuesday**

**Total Marks: 60**

**Q.1(A) Write a detail note on frame work of EC. [09]**

**(B) Discuss classification of EC by the nature of the transactions. [06]**

**OR**

**Q.1 Discuss Benefits and Limitations of EC in detail. [15]**

**Q.2(A) Discuss eight key ingredients of a Business Model and also list out key question for each ingredient. [09]**

**(B) Discuss Peer-to-peer & M-Commerce Business Model. [06]**

**OR**

**Q.2 Write a note on five primary Revenue Models. [15]**

**Q.3 Define E Marketplace. Also Discuss Components of E-Marketplace and only list down types of E-Marketplace in B2B and B2C. [15]**

**OR**

**Q.3 Discuss in detail Electronic Credit Card System on the internet. [15]**

**Q.4 Write a detail note on CRM. [15]**

**OR**

**Q.4 Write a detail note on one-to-one Marketing. [15]**

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