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SARDAR PATEL UNIVERSITY
BBA (ITM) SEM- III Year: 2017-18
Subject: Global Business Affairs-I
Code: UM03EBBI06

Date: 23/11/2017
Day: Thursday

Time: 02:00 to 04:00 pm
Total Marks: 60

Q.1 What is Business Environment? Describe the different components [15]
of business environment.

OR

Q.1 a) What is environmental scanning? Describe the approach and [08]
sources of information of environmental scanning.

b) Describe the SWOT analysis as a method of environmental [07]
scanning.

Q.2 Discuss the compositional characteristics of Indian population and [15]
economic development.

OR

Q.2 a) What do you mean by women empowerment? Explain its meaning [08]
and importance of women empowerment.

b) Describe the relationship between Government and Business [07]
organizations.

Q.3 Write a detail note on Indian foreign trade with its main trends in [15]
import and export.

OR

Q.3 What is balance of payment? Explain its different components and [15]
the situation of India's balance of payment.

Q.4 Describe in brief the current union budget of India. [15]

OR

Q.4 a) Describe the credit policy of RBI. [08]

b) Write a detail note on Privatization and EXIT policy. [07]

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[21 & A-15] **SARDAR PATEL UNIVERSITY****S.Y.B.B.A. (ITM) SEMESTER – III (4 Years) (NC) EXAMINATIONS – 2017****UM03CBB106 : E-COMMERCE****Monday, 27th November, 2017****Time: 2.00 pm to 4.00 pm****Max. Marks: 60****Q-1**

- (A) Define E-Commerce from various perspectives. Also explain benefits of E-Commerce. [10]
- (B) Explain framework of EC. [5]

OR**Q-1**

- (A) Explain classification of E-Commerce by nature of transaction. Also explain limitations of E-Commerce. [10]
- (B) Explain Pure v/s Partial E-Commerce. [5]

Q-2

- (A) Explain Revenue Model and Competitive Environment as key ingredients of a business model in detail. [10]
- (B) Explain Community Provider B2C Business model with example. [5]

OR**Q-2**

- (A) Explain E-tailer and Content Provider B2C Business models with example. [10]
- (B) Explain Competitive Advantage as a key ingredient of a business model in detail. [5]

Q-3

- (A) Define 'Customer Relationship Management'. Discuss types and benefits of CRM. [8]
- (B) List and explain Electronic Credit Card system as an electronic payment system. [7]

OR

- Q-3** Define Electronic Marketplaces. List and explain Marketspace Components. Also explain types of Electronic Marketplaces in detail. [15]

Q-4

- (A) Explain the process of Web site hosting and registering a Domain name. [8]
- (B) Write note on: Classification of Website [7]

OR**Q-4**

- (A) Write note on: Website Construction [8]
- (B) Write note on: Website Promotion [7]

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