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SEAT No. _____

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SARDAR PATEL UNIVERSITY
S Y BBA (Honours) (HM & T&TM) (3 Years)
Semester- IV Examination 2018

Friday, 13th April

10:00 A.M. to 12:00 P.M.

SUBJECT: E-COMMERCE (UM04EBBH01/T01)

Total Marks: 60

Q-1 Define 'E-Commerce'. Explain benefits of E-Commerce. **(15)**

OR

Q-1

[A] Explain seven unique features of E-Commerce. **(10)**

[B] Define E-Commerce from various perspectives. **(05)**

Q-2 Write short notes (**ANY THREE**) **(15)**

1. Revenue Model
2. Portal
3. Content Provider and Service Provider
4. Value Proposition
5. Transaction Broker and Market Creator

Q-3 List out various types of Electronic Payment Systems. Explain Electronic Credit Card System (Players and Process) as one mode of electronic payment system. **(15)**

OR

Q-3

[A] Explain Mass Marketing, Market Segmentation and One-to-One Marketing. **(07)**

[B] Discuss various online advertising methods. **(08)**

Q-4

[A] Describe the process of building a Web site. **(10)**

[B] Write note on: Registering a Domain Name **(05)**

OR

Q-4 Write note on: Content Creation, Delivery and Management. **(15)**