

(3A & A-6) Seat No.: _____

Coat No.: _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA -ISM EXAMINATION, VIth SEMESTER
SUBJECT TITLE: ECOMMERCE-II
SUBJECT CODE: UM06CBBS01

Tuesday, 28 March 2017
TIME 10:00 TO 12:00pm

TOTAL MARKS: 60

Q1A) what do you mean by direct marketing? Explain. [8]

B) What is Internet Marketing Technology? Explain. [7]

OR

Q1 A) What are the different electronic Intermediaries? Explain. [8]

B) What do you mean by online customer Services? [7]

Q2 A) what are the different web advertisement? Explain in detail. [8]

B) Why big companies are using online advertisement as well as traditional Advertisement? Explain. [7]

OR

Q-2 A) What are the different advertisement methods ? Explain in detail [8]

B) What is the need of Internet advertisement? Explain. [7]

Q3 A) What are the advantages & disadvantages of electronic job market ? [8]

B) Explain in detail the term Cyber Banking. [7]

OR

Q3 A) How online stock trading is useful to customers? Explain [8]

B) Explain electronic job market in detail. [7]

Q4 A) What is the difference between intranet and extranet? Explain with Example. [8]

B) Explain the functions of Internet in detail. [7]

OR

Q4 A) What are the benefits of extranets? Explain. [8]

B) Explain the architecture of intranet? [7]

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