

Name:	
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: Understanding E-Commerce and E-Business **Semester: 3rd**
Program: B.Com(H) **Time : 03 hrs.**
Course Code: MKTG2015P **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Ques 1.	Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the questions	[2 marks each]	CO1
	<ol style="list-style-type: none"> 1. A person sells his laptop on OLX by which medium of E-Commerce? <ol style="list-style-type: none"> a. B2B b. B2C c. C2C d. C2B 2. An e-auction where the auctioneer starts with a very high price, incrementally lowering the price until someone places and accepts a bid. <ol style="list-style-type: none"> a. English Auction b. Dutch Auction c. Reverse Auction d. Seal-Bid Auction 3. What is a "sniping" strategy in online auctions? <ol style="list-style-type: none"> a. Placing bids at the last moment b. Placing multiple bids simultaneously c. Withdrawing bids after submission d. Colluding with other bidders 4. What is the main function of a payment gateway in E-Commerce? <ol style="list-style-type: none"> a. Storing customer data b. Facilitating communication between buyers and sellers c. Processing online transactions securely d. Providing product recommendations 5. What is the purpose of a CVV (Card Verification Value) in credit card transactions? <ol style="list-style-type: none"> a. Transaction date b. Cardholder's name c. Additional layer of security d. Billing address 		

	<p>6. What does the term "customer touchpoint" refer to in E-CRM?</p> <ol style="list-style-type: none"> Physical location of customers Every interaction a customer has with a brand Ignoring customer feedback Customer preferences <p>7. What is the role of a Request for Proposal (RFP) in E-Procurement?</p> <ol style="list-style-type: none"> Selecting vendors without evaluation Stating fixed prices for goods and services Inviting vendors to submit proposals for a procurement project Ignoring vendor qualifications <p>8. What is the purpose of an E-Marketplace's search and filtering features?</p> <ol style="list-style-type: none"> Limiting product discovery Facilitating easy navigation and product discovery Ignoring buyer preferences Reducing transparency <p>9. Which funding option involves raising funds from a large number of individuals through an online platform?</p> <ol style="list-style-type: none"> Bootstrapping Venture capital Crowdfunding Angel investment <p>10. What is the primary difference between a credit card and a debit card?</p> <ol style="list-style-type: none"> Credit cards have overdraft fees; debit cards do not. Debit cards are linked to a bank account, while credit cards are not. Credit cards require a PIN for transactions; debit cards do not. Debit cards offer cashback rewards; credit cards do not. 		
<p>SECTION B 4Qx5M= 20 Marks</p>			
	Attempt all questions. Each Question to be answered shortly.		CO4
Ques 2.	Differentiate between Debit Card and Credit Card.	[5 marks]	
Ques 3.	Define E-Commerce. Also discuss various E-Business Models along with examples of each.	[5 marks]	
Ques 4.	What do you mean by Subject Line in an email? Why is it so important to have a noticeable subject line? Discuss various ways to optimize the subject line.	[5 marks]	
Ques 5.	What is E-Marketplace and how it is different from the traditional market setup? Also discuss any three types.	[5 marks]	

SECTION-C 3Qx10M=30 Marks			
	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one.		CO5
Ques 6.	Define and explain what E-Auction is, including its key features and how it differs from traditional auctions.	[10 marks]	
Ques 7.	Discuss the security measures implemented in E-Payments to protect sensitive financial information. Explain the role of encryption, tokenization, and two-factor authentication in ensuring secure transactions.	[10 marks]	
Ques 8.	Define E-Tailing and provide a comprehensive overview of the concept. Explain how it differs from traditional retail and highlight the key features of E-Tailing. Also, Outline the potential benefits of adopting E-Tailing for the retail company OR Define ERP and provide an overview of its functionality. Identify potential challenges and risks associated with ERP implementation.	[10 marks]	
SECTION-D 2Qx15M= 30 Marks			
	Following are 2 Questions, out of which 1 Question is compulsory and 1 Question has internal choice to attempt any one.		CO2
Ques 9.	Discuss the impact of E-Procurement on Supplier Relationship Management. Explore how the system can improve collaboration with suppliers, streamline communication, and foster long-term relationships. Provide examples of features within E-Procurement systems that facilitate effective SRM.	[15 marks]	
Ques 10.	What do you mean by E-mail Marketing? Discuss the role of personalization and customization in E-Mail Marketing. Also, discuss about various analysis matrix for email marketing, making sure highest possible ROI. OR Discuss in detail E-CRM. Further discussing about 360 degree customer view in E-CRM.	[15 marks]	