

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Understanding E business and E commerce

Programme: BBA E-Business

Time: 03 hrs.

Instructions:

Semester: III

CC :MKTG 2015

Max. Marks: 100


SECTION A

S. No.	Question	Marks	CO
Q 1	What is the name of the first page you encounter after logging into your web page? a) Dashboard b) Security question page c) WP upgrade option d) WP Admin	1	CO1
Q 2	In WordPress, what is the user role with the highest privilege level? a) Administrator b) Author c) Editor d) Contributor	1	CO1
Q 3	Which of the following doesn't justify e-commerce? a) Doing Business Electronically b) E business is a part of e Commerce c) E Commerce is a part of e Business d) Buying Product Online	1	CO1
Q 4	Which of the following is not a source of e Business? a) PPC b) SEO c) CTR d) SMO	1	CO1
Q 5	ERP stands for: a) Enterprise Resource Planning b) Enterprise Reserve Program c) E Commerce Resource Planning d) Enterprise Resource Program	1	CO1
Q 6	Which of the following is not a CMS? a) Joomla b) Magento c) PHP d) Wordpress	1	CO1
Q 7	The number of emails opened to the number of emails sent is called? a) Click Through Rate	1	CO1

	b) Open Rate c) Bounce Rate d) Conversion Rate		
Q 8	Which of the Following is not a feature of CRM? a) Email Automation b) SMS Automation c) CPC Automation d) Lead Management	1	CO1
Q 9	Organic traffic to my e commerce site can be achieved from? a) Shopping Ads online b) Social Media Marketing c) Search Engine Optimization d) PPC Campaign	1	CO1
Q 10	Which of the following is not directly related to Wordpress? a) Woo Commerce b) AJAX c) Plugins d) Magento	1	CO1
Q 11	Name the plugin which allows Wordpress to be e Commerce?	1	CO1
Q 12	CRM stands for _____?	1	CO1
Q 13	Name a Default function from Wordpress?	1	CO1
Q 14	A system similar to credit cards in Netherlands is known as?	1	CO1
Q 15	Name an online payment method for eBusiness?	1	CO1
Q 16	Give a Paid method to market eCommerce products online?	1	CO1
Q 17	What term represents of your ideal customer?	1	CO1
Q 18	What software/ technology is used Where retail transactions are completed?	1	CO1
Q 19	Give another name for PPC campaign	1	CO1
Q 20	_____ is not a CMS only but a complete eCommerce Framework?	1	CO1
SECTION B			
Q 1	How is the Internet relevant to e-commerce?	5	CO1
Q 2	How does e-commerce link customers, workers, suppliers, distributors and competitors?	5	CO1
Q 3	What is ERP? Explain.	5	CO1
Q 4	Describe CMS with examples.	5	CO1
SECTION-C			
Q 1	Explain different methods for online Payments in detail.	15	CO6
Q 2	Explain CRM and hence talk about its Component and types of CRM Technology.	15	CO5
SECTION-D			

Q 1	<p>Explain the following in terms of E Business and E Commerce:</p> <p>a.) Conversion Rate b.) Landing Page Optimization c.) Black Friday d.) Social Commerce e.) Up Selling f.) SEM g.) Call to Action h.) Affiliate Marketing I.) Click Through Rate j.) Drop Shipping</p>	30	CO1, CO2, CO3, CO4, CO6
	OR		
	Explain the different sources of traffic for E business and E Commerce in Detail.		CO5

End Sem Question Paper SET 2

Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, December 2018			
Course: Understanding E business and E commerce		Semester: III	
Programme: BBA E-Business CC MKTG2015			
Time: 03 hrs.		Max. Marks: 100	
Instructions:			
SECTION A			
S. No.		Marks	CO
Q 1	What is the name of the first page you encounter after logging into your web page? e) Dashboard f) Security question page g) WP upgrade option h) WP Admin	1	CO1
Q 2	In WordPress, what is the user role with the highest privilege level? e) Administrator f) Author g) Editor h) Contributor	1	CO1
Q 3	Which of the following doesn't justify e-commerce? e) Doing Business Electronically f) E business is a part of e Commerce g) E Commerce is a part of e Business h) Buying Product Online	1	CO1
Q 4	Which of the following is not a source of e Business? e) PPC f) SEO g) CTR h) SMO	1	CO1
Q 5	ERP stands for: e) Enterprise Resource Planning f) Enterprise Reserve Program g) E Commerce Resource Planning h) Enterprise Resource Program	1	CO1
Q 6	Which of the following is not a CMS? e) Joomla f) Magento g) PHP h) Wordpress	1	CO1
Q 7	The number of emails opened to the number of emails sent is called?	1	CO1

	e) Click Through Rate f) Open Rate g) Bounce Rate h) Conversion Rate		
Q 8	Which of the Following is not a feature of CRM? e) Email Automation f) SMS Automation g) CPC Automation h) Lead Management	1	CO1
Q 9	Organic traffic to my e commerce site can be achieved from? e) Shopping Ads online f) Social Media Marketing g) Search Engine Optimization h) PPC Campaign	1	CO1
Q 10	Which of the following is not directly related to Wordpress? e) Woo Commerce f) AJAX g) Plugins h) Magento	1	CO1
Q 11	Which Wordpress plugin is used to make it an eCommerce platform?	1	CO1
Q 12	CRM stands for _____?	1	CO1
Q 13	Name a Default function from Wordpress?	1	CO1
Q 14	A system similar to credit cards in Netherlands is known as?	1	CO1
Q 15	Name an online payment method for eBusiness?	1	CO1
Q 16	_____ is a eCommerce Framework but not a CMS.	1	CO1
Q 17	What term represents of your ideal customer?	1	CO1
Q 18	What software/ technology is used where retail transactions are completed?	1	CO1
Q 19	CPC is also known as?	1	CO1
Q 20	Give a non-paid method to sell eCommerce products online?	1	CO1
SECTION B			
Q 1	Internet has changed the business world, explain in terms of eBusiness?	5	CO1
Q 2	How does e-commerce link customers, workers, suppliers, distributors and competitors?	5	CO1
Q 3	What is ERP? Explain.	5	CO1
Q 4	Explain in detail about content management system when it comes to Wordpress platform.	5	CO2
SECTION-C			
Q 1	Explain three sources of customers for an e commerce platform.	15	CO
Q 2	Explain: Clicks, Impressions, Reach, CTR, Conversions, Conversion Rate, Cost, Landing Page, Domain, Server, Parking, Hosting, Relevancy Score, CPC, CPA.	15	CO1, CO2,

			CO3, CO4, CO5
SECTION-D			
Q 1	Explain the different types of eBusiness or eCommerce. Also, Explain different methods for online Payments in detail.	30	CO6