UPES

UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination (Online) – Dec, 2020

Program: BBA Foreign Trade **Semester: 5**
Subject/Course: Introduction to E-Commerce **Max. Marks: 100**
Course Code: DSRM 3001 **Duration: 3 Hours**

IMPORTANT INSTRUCTIONS
The student must write his/her name and enrolment no. in the space designated above.

Section A
1. **Each Question carries 5 marks**
2. **Instruction: Complete the statement / Select the correct answer(s)**

Q.No	Questions	Marks	COs
1	The _____ refers to the physical network that links computers across the globe.	5	1
2	A specialized software application mounted on a server, at the point where the company is connected to the internet to prevent unauthorized access into the company from outsiders is called _____ .	5	1
3	_____ electronic commerce involves consumers selling directly to consumers.	5	3
4	_____ include researchers, designers, architects, scientists, and engineers who primarily create knowledge and information for the organization.	5	2
5	_____ systems help decision makers visualize problems requiring knowledge about the geographic distribution of people or other resources. This software ties location data to points, lines, and areas on a map.	5	3
6	_____ is junk e-mail sent by an organization or individual to a mass audience of Internet users who have expressed no interest in the product or service being marketed.	5	2

Section B
1. **Each Question carries 10 marks**
2. **Instruction: Write short / brief notes**

Q.No	Questions	Marks	Cos
7	Briefly discuss the various Online Marketing and Advertising Formats.	10	3
8	Briefly write down the unique features of E-Commerce Technology.	10	1
9	There are many ways to classify electronic commerce transactions. Classify by looking at the nature of the participants in the electronic commerce transaction.	10	2

10	How can Information Systems remedy BullWhip effect?	10	3
11	How does internet change Consumer and Supplier relationships?	10	3

Section C

1. **Each Question carries 20 marks**
2. **Instruction: Write long answer.**

Q.No	Questions	Marks	COs
12	How do Enterprise Softwares provide value to Businesses? Describe in brief the various Business Processes supported by Enterprise Software. OR Discuss the various Information Systems that support Managerial roles (Mintzberg).	20	3