

Name:			
Enrolment No:			
UPES End Semester Examination, December 2025 Course: Understanding E-business and E-commerce Program: B.COM/INT.B.COM Course Code: MKTG2015P Semester : III Time : 03 hrs. Max. Marks: 100 Instructions:			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
Q 1	Buying and selling of goods and services over the internet is defined as: A) E-Learning B) E-Commerce C) Traditional Commerce D) Social Media	2	CO1
Q 2	Which of the following is an example of a C2C (Consumer to Consumer) platform? A) Amazon Cloud Services B) eBay C) Salesforce D) SAP	2	CO1
Q 3	A website that adjusts its layout to fit different screen sizes (Mobile, Tablet, Desktop) is called: A) Static Website B) Responsive Website	2	CO1

	C) Fixed Website D) Native App		
Q 4	Which of the following helps in managing the content of a website without coding knowledge? A) CRM B) CMS C) ERP D) SQL	2	CO1
Q 5	Alibaba is primarily known for which E-business model? A) C2C B) B2B C) G2C D) P2P	2	CO1
Q 6	Which of the following is a tool used for web traffic analysis? A) Google Analytics B) Photoshop C) MS Word D) Windows Media Player	2	CO1
Q 7	The primary goal of CRM in E-business is to: A) Manage factory production B) Improve customer satisfaction and retention	2	CO1

	C) Design logos D) Manage employee payroll		
Q 8	WooCommerce is a plugin used with which platform? A) Joomla B) WordPress C) Drupal D) Wix	2	CO1
Q 9	Which of the following is crucial for online reputation? A) Ignoring customer feedback B) Customer Reviews and Ratings C) High server costs D) Using complex code	2	CO1
Q 10	Sourcing products for an E-business involves: A) Finding suppliers and manufacturers B) Selling directly to customers only C) Designing the website D) hiring HR staff	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	Differentiate between E-Commerce and E-Business with suitable examples.	5	CO2
Q 12	What is a Payment Gateway? Explain its role in an online transaction.	5	CO3
Q 13	Define M-Commerce. How is it different from E-Commerce?	5	CO3

Q 14	Discuss how leveraging online tools (like analytics, SEO tools) contributes to the growth of E-commerce.	5	CO2
SECTION-C 3Qx10M=30 Marks Answer ANY two questions			
Q 15	Analyze the difference between B2B and B2C sources. How does the marketing approach differ for these two audiences?	10	CO3
Q 16	Analyze the role of Enterprise Resource Planning (ERP) in E-business. How does it integrate different business functions? OR Define Search Engine Optimization (SEO) and Pay-Per-Click (PPC). For a small budget e-commerce startup which method should be prioritized for long-term, sustainable traffic, and why?	10	CO4
Q 17	Discuss the various pricing strategies that an e-commerce firm can use to its benefit with examples.	10	CO3
SECTION-D 2Qx15M= 30 Marks Answer ANY two questions			
Q 18	A popular food delivery app recently faced backlash on social media due to a viral video showing poor hygiene by a delivery partner. Their app rating dropped from 4.5 to 2.8. Create a strategy for online reputation management to recover their brand image. How can they use online tools to engage customers and rebuild trust?	15	CO3
Q 19	A retailer of digital art, had 5,000 unencrypted customer emails stolen and traded on a hidden, encrypted forum accessed via the dark web. The firm must now address data security and legal exposure. Distinguish between deep web and dark web. Explain why the dark web is a target for trading stolen e-commerce data. Propose a few security measures to prevent such data breaches. OR Evaluate the pros and cons of platforms like Shopify and CMS (like WordPress/Magento) for launching their online portal. Recommend the best option for them assuming they have a limited technical team but want to scale quickly.	15	CO4