

[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All questions are **compulsory** carrying **15 Marks** each.
  2. **Figures** to the **right** indicate **full marks**.

Q.1 Answer any 02 of the following:

- a) What is E-Commerce? Explain its features
- b) Briefly Explain the various categories of E Commerce with relevant examples:
- c) What is M Commerce? Explain its benefits

Q.2 Answer any 02 of the following:

- a) What is the superiority of Bricks and Clicks business Model over Pure Online Model?
- b) Explain the following
  - i. Data Warehouse ii) supply chain Management iii) CRM
- c) Explain the various E Business applications.

Q.3 Answer any 02 of the following:

- a) What are the various issues relating to Privacy and Security in E Business?
- b) Write a note on Legal Issues of E-Commerce in India.
- c) Write a note the payment Gateway Process.

Q.4 Answer any 02 of the following:

- a) Explain the concepts of Search Engine Optimization and search Engine Marketing
- b) Explain the advantages and Limitations of Online PR.
- c) Write a short note on Web Analytics.

Q.5 The basis for a stellar marketing campaign doesn't have to revolve around a new service, product or feature. Your company could have a pre-existing item that could use some additional awareness. Take Edible Arrangement's same-day delivery service. Kaitlin Reiss, Vice President of Ecommerce, Edible Arrangement's, told Marketing Sherpa the services was the company's "hidden gem."

"A lot of people don't realize that we have same-day delivery, even though it is not something new for us, so we realize we will need to do even more to promote it," Reiss said. The hub of tasty fruit bouquets utilized simple promotion though a variety of channels to increase both email open rates and its same-day orders, too. Are your company's pre-existing services being promoted to its greatest potential?

- a. How can social media be used to increase market share of a brand? 07
- b. Explain how can you improve supply chain management. 08