D 90048	3	(Pages: 3)	Name
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	FIFTH SEMESTER B.	OWEMBER 2020	EE EXAMINATION
	varevala sedan haven kens	(CUCBCSS—UG)	Paragalahasi mengali 194
	tala Kironati i Kironati and Santa	B.B.A.	(e) None of Missey
ng-arma)	BBA VB 11—MA	ARKETING SPECIALI E-COMMERCE	ZATION—II
Time: Three	Hours		Maximum : 80 Mark
	Section	A (Objective Question	ns)
10-1-32-7		nswer all questions.	then so we obview out the constitution
		question carries 1 mark.	NORMAL CONTROL OF BUILDING TO SERVICE OF SER
Choose the co	orrect answer:	(July Clarity Inglifuge it	tera cium co lo decimplo e mai cim, y
1. E- Ma	ail was invented by ———.	· Sites	Covered American Symplectics
(a)	Ray Tomlinson.	(b) Charles Bal	bbage.
(c)	Tim Berners Lee.	(d) Thomas Don	uglas.
2. Forwa	ard auction is also Known as :	tobleviske vid cassicia, com	salistic
(a)	Reverse auction.	anura de restantos for laboratoria. Cartal II for laboratoria de la	μά M
(b)	French Auction.	08 m2030 1 mm 1	etatina a singa a sa
(c)	Open auction.		as seemed to recipie any oil (400).
(d)	Market exchange auction.		Tourney II vil. general sulfa-
3. Which	of the following is a pull mark	ceting model?	Commission (13) of 16497
(a)	Advertisement on the web.		Com remembrance e test
(b)	Banner advertisement.		Pacestagreen strade?
(c)	Pop up advertisement.		K fabern godochsen (boy et al. /W
(d)	Search Engine Optimization		Taribbana hayesa saya dir
4. DOS st	ands for :		

(b) Denial of Service.

(d) None of these.

(a) Denial of System.

(c) Denial of Server.

## 5. PIN stands for:

- (a) Permanent Identification Number.
- (b) Personal Identification Number.
- (c) Payment Identification Number.
- (d) None of these.

#### Fill in the blanks:

- 6. —— is a telecommunication technology allows the users in different locations to hold face-to-face meetings.
- 7. Amazon started in the year —
- 8. The use of the mobile as a means of marketing communication and distribution of any kind of advertising message to customers through wireless network is known as ———.
- 9. —— is the use of e- mails and fraudulent website that are designed to steal personal data such as credit card numbers, passwords etc.
- 10. —— is the money that is exchanged electronically over computer or telecommunication network.

 $(10 \times 1 = 10 \text{ marks})$ 

# Section B (Short Answer Questions)

Answer at least five questions. Each question carries 4 marks. All questions can be attended. Overall Ceiling 20.

- 11. What do you mean by browser?
- 12. What is meant by E-service?
- 13. What is C2C e-commerce?
- 14. What is manufacturer model?
- 15. What is e-mail ads?
- 16. What is pull marketing model?
- 17. What is e-mail spoofing?
- 18. What is malware?
- 19. What is debit card?
- 20. What is payment gateway?

### Section C

Answer at least four questions. Each question carries 8 marks. All questions can be attended. Overall Ceiling 32.

- 21. What are the risk involved in e-payment system?
- 22. What is firewall? What are the various types of firewall?
- 23. Explain supply chain management.
- 24. Write a note on value chain model.
- 25. What are the components of a good e-commerce website?
- 26. Differentiate between traditional marketing and e-marketing.
- 27. What are the advantages and disadvantages of on-line advertising?
- 28. Write a note on micro marketing.

 $(4 \times 8 = 32 \text{ marks})$ 

## Section D (Short Essay Questions)

Answer any one question.
The question carries 18 marks.

- 29. Explain the various e- commerce models based on transaction type.
- 30. Explain the different types of electronic payment system.
- 31. What is e-marketing? Explain the features, benefits and limitations of e-marketing.

 $(1 \times 18 = 18 \text{ marks})$ 

