

D 90048

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Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

**BBA VB 11—MARKETING SPECIALIZATION—II
E-COMMERCE**

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. E- Mail was invented by _____.
 - (a) Ray Tomlinson.
 - (b) Charles Babbage.
 - (c) Tim Berners Lee.
 - (d) Thomas Douglas.
2. Forward auction is also Known as :
 - (a) Reverse auction.
 - (b) French Auction.
 - (c) Open auction.
 - (d) Market exchange auction.
3. Which of the following is a pull marketing model ?
 - (a) Advertisement on the web.
 - (b) Banner advertisement.
 - (c) Pop up advertisement.
 - (d) Search Engine Optimization.
4. DOS stands for :
 - (a) Denial of System.
 - (b) Denial of Service.
 - (c) Denial of Server.
 - (d) None of these.

Turn over

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 × 1 = 10 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 ?

(5 × 4 = 20 marks)

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 × 8 = 32 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 × 18 = 18 marks)

