

Seat Number: - _____

Signature of Supervisor with Date:- _____

[Duration: - 2 ½ Hours]

CS135EC22

[Marks 75]

Note: -

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

PART A

Q. 1 Multiple Choice Questions

(35 M)

1. E-Commerce stands for _____.
a)Electrical Commerce b) Electronic Commerce c) Entertainment Commerce d)ElectroChemical Commerce
2. The World Wide Web (WWW) was introduced in the year _____.
a) 1994 b) 1996 c) 1992 d) 1990
3. _____ is an early form of E-commerce
a) SCM b) EDI c) SMM d) Email
4. _____ is concerned with the buying and selling information, products and services over computer communication networks
a) Commerce b) E-Commerce c) E-Business d) E-marketing
5. Which among the following products is suitable for E-Commerce?
a) Books b) Vegetables c) Milk d) Web matrix
6. Which of the following is not a party of SCM?
a) Suppliers b) Manufacturers c) Distributors d) Customers
7. _____ is a not function of E commerce.
a) Marketing b) Supply Chain c) Finance d) movie
8. _____ mainly deals with buying and selling, especially on a large scale.
a) Shopping b) Commerce c) Retailing d) Distribution
9. E-commerce has _____ scope than E-Business or Digital Business.
a).Higher b).Narrower c).Wider d).More
10. _____ is a system of interconnected electronic components or circuits.
a).Electronic Network b).Marketplaces c).Electronic Markets d) Metamarkets
11. All electronically mediated information exchanges are referred to as _____.
a).E-Business b).Digital Business c).E-Commerce d).E-marketing
12. _____ are markets linked via modern communications networks and powered through high-speed computers.
a).Marketplaces b).Metamarkets c).Electronic Network d).Electronic Markets
13. _____ is a not part of the 4 important types of E-commerce.
a).B2G b).B2B c).P2P d).C2A
14. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce segment.
a).B2B b).B2C c).P2P d).C2B
15. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as _____ E-Commerce Business Model.
a).Licensing b) Subscription c).Transaction d).Affiliate
- 16 This E-Commerce commercial enterprise model specifically specialises in selling services or products online.
a).Indirect Marketing b).Online Direct Marketing c).Brick & Mortar d).Marketplace
17. _____ is a retail fulfillment approach in which a shop doesn't hold the goods it sells in stock.
a).Aggregator Model b).Affiliate c). Dropshipping d) . Advertising Model
18. marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the _____ E-Commerce Model.
a).Affiliate b).Transaction c).Aggregator d).Advertising
19. Among the alternative models of B2B E-commerce, which is the best means to acquire a competitive advantage in the market?

- a).Strategic relationship b).Process c).Transaction d).All of the above
 20. The concept of online marketing and selling of products and services through the internet is _____
 a).B2G b).B2C c).B2B d).B2E
 21. Which of the following is not a user of B2C E-commerce?
 a).Distributors b).Manufacturers c) Publishers d).None of the above
 22. _____ allows transactions among customers and dealers through supplying complete information and ancillary services, without being concerned about the actual exchange of products and offerings among the parties.
 a).Middlemen b). Metamediary c).Intermediary d).Meta
 23. Which of the following is NOT a B2B E-commerce?
 a).Sending and receiving orders b).Invoice and shopping c).Order d). None of above
 24. -----lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company
 a).EDI b).Business applications c).Standards d).Protocols
 25. What is 'EOQ' in Inventory control?
 a).Economic Occuring Quantity b).Economic Order Quantity c).Economic Over Quantity d).Economic of Quantity
 26. SEO stands for _____
 a). Search Engine Optimization b). Search Engine Optimum c). Search Electronic Optimization d). Search Electronic Optimum
 27. Which of the following items search engines don't want?
 a) keyword stuffing b). buying links c). poor user experience d). All of the above
 28. For SEO site content should have?
 a). meta descriptions b). title tags c). Both A and B d). title
 29. What is full form of FFA pages?
 a). Free for Alternative links b). Free for All Search Engine c). Free for All links d). Free for Alexa
 30. Which of the following is not the form of mobile marketing?
 a). text b). voice call c). **graphic** d). **poster**
 31. Which of the following is most common delivery channel for mobile marketing?
 a). text b). voice call c). **graphic** d). **Search engine** marketing
 32. what is the full form of LBS in mobile marketing?
 a). Lead-based Service b). List-based Service c). Location-based Service d). Location base station
 33. How many maximum character are allowed in sms marketing?
 a). 150 character b). 160 character c). 170 character d). 180 character
 34. Which of the following comes under email marketing?
 a). Email newsletters b). Lead Nurturing c). Digests d). All of the above
 35. In Content marketing the content should not be?
 a). valuable b). relevant c). consistent d). Fake

Answer Sheet for of Multiple Choice Questions:-

| Q. No. | Ans. | Q. No. | Ans. | Q. No. | Ans. | Q. No. | Ans. | Q. No. | Ans. |
|--------|------|--------|------|--------|------|--------|------|--------|------|
| 1 | | 8 | | 15 | | 22 | | 29 | |
| 2 | | 9 | | 16 | | 23 | | 30 | |
| 3 | | 10 | | 17 | | 24 | | 31 | |
| 4 | | 11 | | 18 | | 25 | | 32 | |
| 5 | | 12 | | 19 | | 26 | | 33 | |
| 6 | | 13 | | 20 | | 27 | | 34 | |
| 7 | | 14 | | 21 | | 28 | | 35 | |

Marks Obtained: - _____

Signature of the Examiner: - _____

[Duration: - 2 ½ Hours]

CS135EC22

[Marks 75]

Note: -

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

PART B

Q.2 Answer the Following - (Any Two out of Four)

(10 M)

1. Describe pros and cons of online shopping.
2. Explain the B2G model?
3. Define E-commerce & E-business?
4. Explain Business Models of E-commerce?

Q.3 Answer the Following - (Any Two out of Three)

(10 M)

1. What are the Challenges of Content Marketing?
2. What are the advantages of mobile marketing?
3. What is Facebook Marketing?
4. What is SMM?

(P.T.O)

Q.4 Answer the Following - (Any Two out of Four)

(10 M)

1. What is SEO?
2. What is Search Engine Marketing? Explain in details
3. What does CPA mean in marketing?
4. What does CPM mean in marketing?

Q.5 Answer the Following - (Any Two out of Three)

(10 M)

1. Write a short note on On-page and off-page optimization?
2. What is a poem framework in digital marketing?
3. What is social media marketing?

XXXXXXXXXXXXXXXXXXXX