Business models of E-commerce   IIIrd sem

QP Code : **03982**

(2 Hours)   [Total Marks : 60

N.B. : (1)   **All** questions are **compulsory.**

1 . (a)   Illustrate:Is e-commerce is killing brick and mortar? .   8
   (b)   Discuss B2B & B2C in e-commerce?   7
                              OR
   (p)   Distinguish between Brick and Mortar Businesses VS Online Businesses.   8
   (q)   Describe Retail model,Media Model and Advisory model.   7

2. (a)   Explain online Hybrid business models with example.   8
   (b)   List various E-Payments systems?   7
                              OR
   (p)   Explain ITC's e-choupal.   8
   (q)   State emerging e-commerce models In India.   7

3 (a)   Explain business model of IRCTC.co.in (or Indian Railways online business model)   8
   (b)   List the Benefits of the online Business Model?   7
                              OR
   (p)   Short Notes (5 marks each): —   15
         (p) eBay.in
         (q) Flipkart.com (or Fabmart.com)
         (r) Amazon.in

4. (a)   List the services provided by online banking?   8
   (b)   Explain mobile banking?   7
                              OR
   (P)   Explain online trading.   8
   (q)   Explain e-Auction.   7

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DB-Con.:472-14.

QP Code : **03975**

(2 Hours) [Total Marks : 60

N.B. : (1) **All** questions are compulsory.
   (2) Numbers to the **right** indicate **full marks**

1. (a) Explain he unique characteristics of service and its implication in service   8
      marketing.
   (b) What are the reason behind growth of service in India?   7
                                OR
   (p) Explain traditional and extended P's of marketing with reference to financial   15
      service.

2. (a) How does a company measure and improve service quality?   8
   (b) Explain base of market segmentation in service marketing.   7
                                OR
   (p) Give suggestion for improving service quality in hotels by using SERVQUAL   8
      model.
   (q) Define relationship marketing and explain the stages in relationship building.   7

3. (a) Discuss the significance of data mining and data warehousing in CRM.   8
   (b) What is the need and purpose of CRM in service organisation.   7
                                OR
   (p) Explain the various steps involved in successful implementation of CRM.   8
   (q) Discuss various customer retention strategy used by an organisation.   7

4. Write short note on (any **three**) :   15
   (i) Affiliate Marketing
   (ii) Internet Marketing
   (iii) GATS
   (iv) Movement of Truth.

DB-Con.:955-14.

QP Code : **03978**

(2 Hours) [Total Marks : 60

N. B. : (1) **All** questions are **compulsory**.

1. (a) Describe two factor authentication. 8
   (b) Illustrate how to prevent unauthorised intrusion. 7

OR

1. (a) Explain the principles of Information security. 8
   (b) How des the web browser communicate with the web server security? Explain. 7

2. (a) State the role of cryptography in information security. 8
   (b) Explain PKI. 7

OR

2. (a) Exlain HTTPs. 8
   (b) Explain the concept of digital signature and digital certificate. 7

3. (a) Describe the difference between Net Banking, Credit Card and Debit Card online payments. 8
   (b) Explain payment gateway. 7

OR

3. Write a note on :— 15
   (p) EBPP
   (q) EFT
   (r) Card Brands.

4. (a) Describe SWIFT 8
   (b) Describe CHIPS and CHAPS 7

OR

4. Write a brief note on :— 15
   (p) ACH
   (q) BANKNET
   (r) INFINET.

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DB-Con.:459-14.

QP Code : 03971

(2 Hours)   **[Total Marks : 60**

(**N.B. : All** questions are **compulsory**.)

1. What is Data mining Explain the Concept and technique of data mining ?   **15**

                           OR

1. (p) Explain the components of E-R model.   **7**
    (q) What are Cookies ? How do you do session tracking in PHP.   **8**

2. Describe Relational, Network and Hierarchical Model in detail.   **15**

                           OR

2. (p) Write a PHP program syntax and explain the variables in PHP? How do you declare   **7**
       Arrays in PHP ?
    (q) Write a note on AJAX, Web services and Web2.0.   **8**

3. Explain Data warehouse evolution, architecture and its types.   **15**

                           OR

3. (p) What is PHP what are the advantages of PHP.   **7**
    (q) How do you connect a PHP with database ? Write a code to demonstrate this ?   **8**

4. What do you mean by Database Management System ? Describe its characteristics in   **15**
    details ?

                           OR

4. Write short notes on any **three** of the following :—   **15**
       (a) DDL
       (b) Database architecture
       (c) DBMS
       (d) Multimedia database.

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DB-Con. 627-14

QP Code **03972**

(2 Hours)   [Total Marks : 60

(**N.B.:** Attempt **all** questions.)

1. (a) What is CSS ? Explain inline, Internal and Externla CSS with example.   15

   OR

   (a) What is Web browser ? Explain its features.   7
   (b) Explain physical and logical formatting tags with example.   8

2. (a) Explain the process of development of Web cycle with diagram.   15

   OR

   (a) Explain the framset and frame tag and its attributes with example.   7
   (b) Explain image tag and anchor tag with example.   8

3. (a) What is LIST ? Explain types of list in HTML with example.   15

   OR

   (a) Design a time table with the <table> and use atleast 7 attributes.   7
   (b) Explain types of FTP server in brief.   8

4. Write short notes on any **three** of the following :–   15
   (a) Security threats
   (b) URL
   (c) Search Engine
   (d) Write six FTP commands
   (e) Features of smart Website.