

**BBA**  
**6<sup>TH</sup> SEMESTER**  
**E-MARKETING & INFORMATION SYSTEM**  
**BBA-30B**

**Duration: 3 Hrs.**

**Marks: 70**

{Part : A (Objective) = 20}  
{Part : B (Descriptive) = 50}

[ PART-B : Descriptive ]

**Duration: 2 Hrs. 40 Mins.**

**Marks: 50**

[ Answer question no. One (1) & any four (4) from the rest ]

1. Give examples of different advantages of Using Internet. 10
  
2. A. Describe the similarities between the two concepts e-commerce and e-business. 5+5=10  
B. What are the steps for online marketing?
  
3. A. Explain the differences between e-commerce and manual business. 5+5=10  
B. Define the Application software and what the main advantages are.
  
4. A. Describe the different applications of an e-business. 5+5=10  
B. Explain different type of e-Business.
  
5. A. Explain the term network. 5+5=10  
B. Define Communication Model of Network.

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[ PART-A : Objective ]

Choose the correct answer from the following:

1X20=20

1. Which of the following describes e-commerce?
  - a. Doing business electronically
  - b. Doing business
  - c. Sale of goods
  - d. All of the above
2. The best products to sell in B2C e-commerce are:
  - a. all products
  - b. Digital products
  - c. Specialty products
  - d. None of the above
3. Which isn't a function of E-commerce?
  - a. marketing
  - b. advertising
  - c. warehousing
  - d. all of the above
4. All of the following are techniques B2C e-commerce companies use to attract customers, except:
  - a. Mass Advertising
  - b. Marketing
  - c. Online ads
  - d. Virtual marketing
5. Most individuals are familiar with which form of e-commerce?
  - a. B2B
  - b. B2C
  - c. C2B
  - d. None of the above
6. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
  - a. B2B
  - b. B2C
  - c. None of above
  - d. All the above
7. Which of the following is not related to security mechanism?
  - a. encryption
  - b. decryption
  - c. e-cash
  - d. None of above
8. Which of the following is part of the four main types for e-commerce?
  - a. B2B
  - b. B2C
  - c. C2B
  - d. All of the above
9. Which products are people most likely to be more uncomfortable buying on the Internet?
  - a. Books
  - b. Precious Items
  - c. Movies
  - d. All of the above
10. The management for all business needs is
  - a. EDI
  - b. ERP
  - c. SCM
  - d. None of the above
11. Which of the following are advantages normally associated with B2B e-commerce?
  - a. Easy production management
  - b. Easy Supply Management
  - c. Business Communication
  - d. all of the above
12. If the threat of alternative products or services is available in low quantity it is an:
  - a. Disadvantage to the supplier
  - b. Advantage to the buyer
  - c. Advantage to the supplier
  - d. None of the above
13. Credit card falls under
  - a. Smart cards
  - b. E-government identity cards
  - c. FED1 cards
  - d. Digital Smart cards
14. Digital products are best suited for B2C e-commerce because they:
  - a. Commodity like products
  - b. Can be mass-customized and personalized
  - c. Can be delivered at the time of purchase
  - d. All of the above
15. E-Commerce deals with management of
  - a. Direct materials
  - b. Indirect materials
  - c. EDI
  - d. None of the above

