2017/08

REV-00 BBA/05/10

### 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- 5+5=10 commerce and e-business.
  - B. What are the steps for online marketing?
- 3. A. Explain the differences between e-commerce and manual 5+5=10 business.
  - 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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1X20=20

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

#### [ PART-A : Objective ]

Choose the correct answer from the following:

Which of the following describes e-commerce? 1.

- a. Doing business electronically
- b. Doing business
- c. Sale of goods
- d. All of the above
- The best products to sell in B2C e-commerce are: 2.
  - a. all products
  - b. Digital products
  - c. Specialty products
  - d. None of the above

Which isn't a function of E-commerce? 3.

- a. marketing
- b. advertising
- c. warehousing
- d. all of the above

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

Most individuals are familiar with which form of e-commerce? 5.

- a. B2B
- b. B2C
- c. C2B
- d. None of the above

Which form of e-commerce currently accounts for about 97% of all 6. e-commerce revenues?

a. B2B

7.

- h. B2C
- c. None of above
- d. All the above

Which of the following is not related to security mechanism?

- a. encryption
- b. decryption
- c. e-cash
- d. None of above

- Which of the following is part of the four main types for 8. e-commerce? a. B2B
  - **b.** B2C
  - c. C2B
  - d. All of the above
- Which products are people most likely to be more uncomfortable 9. buying on the Internet?
  - a. Books
  - b. Precious Items
  - c. Movies
  - d. All of the above

The management for all business needs is 10.

- a. EDI
- b. ERP c. SCM
- d. None of the above

Which of the following are advantages normally associated with 11. 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. FEDI cards
  - d. Digital Smart cards

Digital products are best suited for B2C e-commerce because they: 14.

> 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

E-Commerce deals with management of 15. a. Direct materials b. Indirect materials c. EDI

d. None of the above

- 16. Which segment do eBay, Amazon.com belong?

- a. B2Bs
- b. B2Cs
- c. C2Bs
- d. C2Cs
- 17. The Google is
  - a. Affiliate programs
  - b. Click-through
  - c. Spam
  - d. Search Engine
- Which products are people most likely to be comfortable buying on 18. the Internet?
  - a. Books
  - b. PCs
  - c. CDs
  - d. All of the above

Which type deals with auction? 19.

- a. B2B **b.** B2C
- c. C2B
- d. C2C

Which type of e-commerce focuses on consumers dealing with each 20. other?

a.	B2B
b.	B2C
c.	C2B

d. C2C

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<ol> <li>Write legibly on both sides of the paper</li> <li>You may use some space for any rough notes or calculation</li> </ol>			Enrollment No
on the answer booklet if you need. These rough notes,			Semester
calculations must be scored out before submitting the answer booklet.			Name of the Paper
<ol> <li>Do not bring any book or loose paper in the examination</li> <li>hall.</li> </ol>	Total		
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