

Exam. Code: 1309
Sub. Code: 9543

1127
B.Voc (Retail Management)
3rd Semester
GFC-202: E-Commerce (Old)

Time allowed: 3 Hours

Max. Marks: 80

Note: Attempt five questions in all, including question no. I, which is compulsory and selecting two question from each Unit.

O-O-O

I. Attempt any four questions from the following:-

- a) What is World Wide Web?
- b) Write a note on internet architecture.
- c) What is HTML?
- d) What is EPS?
- e) What is online retailing?
- f) List the advantages of e-commerce.

(4 x 5)

UNIT – I

- II. Explain the origin and need of e-commerce. (15)
- III. What is a value chain in e-commerce? Explain with the help of an example. (15)
- IV. What are the various e-commerce models? (15)
- V. What are the various business and technological dimensions of e-commerce? (15)

UNIT – III

- VI. What are the various types of Electronic Payment Systems? (15)
- VII. What is CRM? Why is it important in e-business? (15)
- VIII. What is e-commerce? What are the drawbacks of e-commerce? (15)
- IX. What are the challenges in managing a supply chain for an e-business? (15)

O-O-O