

Exam. Code:0159
Sub. Code: 8813

1125

B. Voc. (Retail Management) 3rd Semester
Part-A : General Foundation Course
GFC-202: E- Commerce

Time Allowed: 3 hours

Max. Marks: 80

Note: Attempt five questions in all including Question No. 1 which is compulsory and selecting two questions from each Unit.

- I. Explain any four of the following:
- a) Define E-Business. What are its components?
 - b) What factors affect the growth of E-commerce?
 - c) What is Electronic Data Interchange?
 - d) What are the various parties involved in EPS?
 - e) Discuss the advantages of using MIS.
 - f) Explain briefly the limitations of E-commerce. (5x4)

UNIT-I

- II. Define E-commerce. Explain in detail the framework of E-commerce. (15)
- III. Discuss in detail the B2B business Models. Also distinguish between B2B and B2C business models. (15)
- IV. Elaborate on the term 'internet'. Highlight the various applications of internet. (15)
- V. Explain in detail the internet architectures. (15)

UNIT-II

- VI. Discuss in detail the impact of CRM on E-business. (15)
- VII. Define Electronic Payment Systems. What are its various types? (15)
- VIII. "E-commerce industry has been travelling faster than speed of light". Justify the statement by highlighting the benefits of E-commerce. (15)
- IX. What is Online Retailing? Explain its advantages and disadvantages with examples. (15)

(8813)