

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Voc(ST), Semester-II, Supplementary Examination August 2022
E-Commerce (STG203)

Duration: 1 Hour**Max Marks: 40****Instructions: 1) Figures to the right indicate Full Marks.****2) All Questions are compulsory, however there are internal choices.****Q1. Answer Any 5 of f the following (5 X 2M = 10)**

- a. Define E-Commerce. Give an example of E-commerce website.
- b. Give two points to identify the E-Commerce websitegoals.
- c. List two limitations of E-Commerce.
- d. List any two advantages of using an E-Commerce websites.
- e. Define BBS. Give an example of BBS.
- f. List any two email etiquette rules.

Q2. Answer the following (10)

- A. Discuss any two benefits in detail of integrating E-commerce for any application. (05)
 - B. Discuss the design phase and the fulfillment phase of life cycle approach to launch a business on the internet. (05)
- OR
- C. Describe the e-cycle of Internet Marketing in detail. (05)

Q3. Answer the following (10)

- A. Describe Value chain. Explain the impact of E-commerce on value chain. (05)
 - B. Discuss any five requests for hiring a website designer. (05)
- OR
- C. Discuss any five ways of increasing E-Marketing presence. (05)

Q4. Answer the following (10)

- A. Describe any two unique benefits of internet for E-Commerce in detail. (05)
 - B. Discuss the Pull and Push approaches. Give an example for each. (05)
- OR
- C. Discuss the B2B model. Give an example of the B2B model. (05)
