

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Voc(ST), Semester-II, Semester End Examination, June 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 the following **(5 X 2M = 10)**

- a. Define Pay services. Give an example of Pay services.
- b. Give two points to identify the E-Commerce website strategies.
- c. List one advantage and one limitation of E-Commerce.
- d. Define Push Advertisement. Give an example of it.
- e. Give two points of difference between traditional commerce and E-Commerce.
- f. List any two needs to implement email etiquette rules.

Q2. Answer the following **(10)**

- A. Describe any three managerial implications to be considered for setting up an E-commerce. **(05)**
- B. Discuss in brief the life cycle approach of launching a business on the internet. **(05)**

OR

- C. Describe B2G model with the help of an example. **(05)**

Q3. Answer the following **(10)**

- A. Discuss the role of strategy in E-Commerce with an example. **(05)**
- B. Discuss the design principles for E-Commerce website in detail. **(05)**

OR

- C. Describe customer service. Explain any two characteristics of good customer service. **(05)**

Q4. Answer the following **(10)**

- A. Discuss any two business applications of e-commerce. **(05)**
- B. Describe E-mail security. Explain the measures for E-mail security? **(05)**

OR

- C. Discuss SEO and content marketing internet marketing techniques. Give an example for each. **(05)**