

Duration: 1 ½ hrs

Max Marks: 40

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

Answer any four from the following:

(4X10)

- a) Define E-commerce? Explain the different categories of E-Commerce.
- b) Discuss the types of electronic fund transfers.
- c) Summarise on types of E-revenue models.
- d) Identify and explain the various form of E-advertising.
- e) Explain Supply Chain Management.
- f) What is E-CRM and explain the phases of E-CRM.