

Duration: 2 Hrs.

Maximum Marks: 60

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Q.1 is compulsory
- 4) Answer any Four from Q.2 to Q.6

Q.1. Write Short note on ANY FIVE of the following:

(05*04=20 Marks)

- a) E- Business
- b) E-Supply Chain Management
- c) E-Banking
- d) Mobile Banking
- e) E-Accounting
- f) Online Payment

Q.2. You want to venture into an e-commerce platform that primarily serves middle aged people. What categories of e-commerce would you suggest to tailor the platform to accommodate the unique purchasing needs and workflows of business customers? (10 Marks)

Q.3. A travel agency wants to increase repeat bookings. How can E-CRM plan to engage past customers to meet the objective of the agency. (10 Marks)

Q.4. An E-commerce platform specializes in selling digital products, such as e-books plans to initiate web advertising. Discuss the various ways to attract potential customers in this digital space. (10 Marks)

Q.5. You are launching a new online marketplace. Describe the various revenue models that you would suggest that are most suitable for your platform. (10 Marks)

Q.6. You are transitioning a traditional accounting system to an e-accounting system for a small business. Explain any one e-accounting software that you would suggest to ensure a smooth migration while maintaining data integrity. (10 Marks)

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