



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2020

Paper: E-Commerce

Course Code: BBA-411 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct option.

(10x1=10)

1.A Counterpart within organization is called

- a. Intranet
- b. Extranet
- c. Internet
- d. None of these

2 Which is the following is the tag is

- a. GET
- b. HTML
- c. POST
- d. <P>

3.An example of –government website is

- a. Yahoo .com
- b. pu.edu.com
- c. Google.com
- d. Punjab.govt.pk

4.This is the same term of online market place that is

- a. E_business
- b. E_marketing
- c. Electronic mall
- d. None of these

5.Who are the owner of company

- a. Debentureholder
- b. Actors
- c. Shareholders
- d. None of these

6.www stands for

- a. World wide web
- b. World weighted web
- c. None of these

7.HTML is used for structuring and presenting content on the

- a. Web page design
- b. Social media
- c. E commerce
- d. World wide web

8.Extended markup language is used for

- a. Coding
- b. Encoding
- c. Compiling
- d. Making webpage

9.B2B stands for

- a. Business to building
- b. Boss to business
- c. Business to business
- d. none of these

10.CRM stands for

- a. Crime relation management
- b. Customer relationship management
- c. Customer related manager
- d. Consumer relation management



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Answer the following questions in brief.

(10x2=20)

1. Define online payment system?
2. Describe the process of building a website?
3. What are benefits of social media in promoting your product and services?
4. What are online market place?
5. **What is ASP?**
6. What is the difference between HTML elements and tags?
7. How many types of heading does an HTML contain?
8. How to create a hyperlink in HTML?
9. What do you know about B2C business?
10. Define buying via internet?

Q.3. Answer the following questions in detail.

(3x10=30)

1. What are main causes of e –commerce failure in Pakistan?
2. Define risk management? and how we can lunch successful business?
3. What are the main factors which contributes towards the success of E-tailing in Pakistan?