



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2019

Roll No. in Fig.

Roll No. in Words.

Paper: E-Commerce

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

Time: 15 Min. Marks: 10

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.

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Signature of Supdt.:

Q.1. Encircle the correct option.

(10x1=10)

1. E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?
 - a. A service perspective
 - b. A communications perspective
 - c. An online perspective
 - d. All of the above
2. Which of following is 4 main type of Ecommerce?
 - a. B2B
 - b. B2C
 - c. C2C
 - d. All of the above
3. Achieving marketing objectives through the use of electronic communications technology is a general definition of:
 - a. Marketing orientation
 - b. E-marketing plan
 - c. E-marketing
 - d. The marketing concepts
4. E-marketing is best seen as:
 - a. Equivalent to e-business
 - b. A subset of e-business
 - c. Broader than e-business
 - d. Quite dissimilar to e-commerce
5. The aim of situation analysis is to understand the environment in which the company operates. A situation analysis which involves reviewing the online marketplace and internal situation is a:
 - a. Stage model analysis
 - b. Internet SWOT analysis
 - c. Demand analysis
 - d. Competitor analysis

P.T.O.

6. During Encryption Plain text is converted into _____ text
 - a. Key text
 - b. Lock text
 - c. Cipher text
 - d. All of the above are applicable
7. Target marketing strategy involves the evaluation of appropriate segments and the development of appropriate offers. It is generally accepted that there are four stages involved. The identification customer needs within a target market is which stage of target marketing:
 - e. Target marketing
 - f. Positioning
 - g. Planning
 - h. Segmentation
8. While similar to what is known as a unique selling point, an online value proposition should:
 - a. Be a clear differentiator from online competitors
 - b. Delivered and supported by resources
 - c. Be communicated to site visitors and in all marketing communications
 - d. Target market segment(s) that the proposition will appeal to
 - e. All of the above
9. SSL stands for
 - a. Secure Socket Layer
 - b. Security Service Layer
 - c. Sub Secured Length
 - d. None of these
10. The use of information systems because of necessity describes the business objective of
 - a. survival.
 - b. improved business practices.
 - c. competitive advantage.
 - d. improved flexibility.



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q2. Give brief answers to the following questions (Short Questions). Marks: (10*2=20)

1. What is meant by network infrastructure?
2. Explain any two online marketing strategies.
3. Describe cloud computing in brief.
4. Difference between Get and Post method in HTML.
5. Differentiate between Static and Dynamic Website.
6. Define 20/80 rule.
7. What is an online social network?
8. Differentiate between single-tier and multi-tier site architecture?
9. How security of any website is maintained?
10. Differentiate between E-Government and E-Commerce.

Q3. Give detail answers to the following questions (Long Questions) Marks: 30

1. What is the difference between ecommerce and E-Business? How can e-commerce technologies be used to improve a firm's value web?
2. How can e-commerce technologies be used to improve a firm's value web? Also describe the various E-marketing tools and its importance.
3. Define Risk Management and what are the ways of launching a successful online business?