# Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

| Year and Program: TY B.Com | School of Commerce and Management | Department: Commerce |
|---|---|---|
| Course Code: CBC 304 | Course Name: E-Commerce | Semester :VI |
| Day and Date: Friday, 28.05.2021 | End Semester Examination | Time:2 Hrs. Max Marks:50 |

**Instructions**: 1) All Questions are compulsory.

| | | Marks | Bloom's Level | CO |
|---|---|---|---|---|
| **Q.1** | **Answer the following (any Two)** | | | |
| a) | Sharing network to the users is the key task of internet as well as extranet. Explain the differencebetween Intranet and Extranet. | 8 | 2 | 1 |
| b) | "Internet can be used with different tools and services for business."Justify the above statement with suitable example. | 8 | 2 | 1 |
| c) | While the online shop is where the "sale" takes place, there are a number of other jobs to be done in e-Commerce. The online shop needs to integrate with other functions of e-Commerce to drive visits and sales, manage payments and deliveries, and keep customers happy. Generalize each functions of E-Commerce in detail | 8 | 2 | 2 |
| **Q.2** | **Answer the following (any two)** | | | |
| a) | Amazon is a well known for online shopping through its apps and website. It is earning profit in the Covid situation as well. As a IT Analyst discuss the types of E-Commerce applied by Amazon to run the business. | 8 | 3 | 3 |
| b) | Kalavati Ltd is doing good in the market. It is using all the methods of payment for it's business unit. Illustrate the different methods through which a customer can transfer funds/ cash to kalavati business? | 8 | 3 | 3 |
| c) | Banks play a vital role for all the business transactions. Almost all the banks have gone digital. Interpret the need and significance ofE-banking with suitable example. | 8 | 3 | .4 |
| **Q.3** | **Answer the following (any two)** | | | |
| a) | NP bank had recently started an online banking system, As a IT specialists in the bank identify the security and privacy issues relating to electronic cash system. | 9 | 4 | 5 |
| b) | Distinguish between the factors of customer satisfaction with reference to traditional marketing and Online Marketing. | 9 | 4 | 5 |

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|---|---|---|---|---|
| c) | Shiva has started his new business of Electric bikes. For the marketing of his new product he had created a team of few employees with team leader for online marketing, As a team leader outline the different issues which will be faced by the company while doing E-Marketing. | 9 | 4 | 6 |

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