

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2023
Programme Name: BBA (LRE)
Semester: IV
Subject Code: UG31T2404
Subject Name: E-Commerce - I

Date: 31.05.2023
Duration: 03 Hrs

Max Marks: 70
Pass Marks: 35

General Instructions

All Sections (A, B & C) are to be attempted.
Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each.
Choose the correct answer as applicable.

1. Websites can be classified into
 - a. Static and Interactive
 - b. Dynamic blogs
 - c. E-commerce and E-Business
 - d. None of the above

2. eBay and OLX are examples of this.
 - a. B2B Marketing
 - b. B2C Marketing
 - c. C2C Marketing
 - d. C2B Marketing

3. A company that offers content, services, and/ or products also provides a forum for advertisements and receives fees from advertisers.
 - a. Affiliate Model
 - b. Subscription model
 - c. Advertising Revenue Modal
 - d. Transaction fee model

4. Which design includes a data flow diagram that describes the flow of information at your e-commerce site
 - a. Logical design
 - b. Physical design
 - c. End user design
 - d. Both Logical and Physical design

5. Which test verifies the business objectives?
 - a. Unit Testing
 - b. System Testing
 - c. Acceptance Testing
 - d. Verification Testing

6. Page Does Not Exist" message refers to which of the following errors?
- 500 error
 - 403 error
 - 404 error
 - 502 error
7. The ability to sell the same product to different customers at different prices
- Online market segmentation
 - Menu costs
 - Price discrimination
 - Customization
8. List of products available on a Web site
- Shopping Cart
 - Online Catalogue
 - Credit Card Processing
 - Web Index
9. Term used to refer to a person who visits a site at least once within the reporting period
- Organic Visitors
 - Unique Visitors
 - Paid Visitors
 - Paid Traffic
10. what is bounce rate in ecommerce can be defined
- new visitors visit the site and then immediately leave it without completing any tasks.
 - new visitors visit the site and then leave it after completing any tasks
 - Regular visitors visit the site and then immediately leave it without completing any tasks
 - Regular visitors visit the site and then leave it after completing more than one purchase

Section B

Five Questions of 02 Marks each

11. Differentiate E-commerce and E-business.
12. What do you mean by Uniform Resource Locator and give one example.
13. What are the advantages and disadvantages of bricks and clicks business model?
14. Write about the Web applications software.
15. What do you mean by Direct traffic?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. What do you mean by B2B and describe its major business models?
17. What are the key technology concepts behind the Internet?
The Internet's three key technology components are:
18. Discuss the Key elements of Business Models.
19. What is SDLC? Elaborate on the major phases of SDLC.
20. What is website optimization discuss the factors that need to focus on while optimizing the website.
21. What do you mean by Cost Acquisition Cost? How can we calculate that? How does it useful to the organization?
22. What do you mean by Google AdWords? Discuss the different matching options of Google AdWords.
