Term End Examination - June, 2019
CERTIFICATE IN ECOMMERCE

Business Models for e-Commerce

Time - 3 Hours   **Full Marks - 100**

*(Answer **All** questions from Group-A , any **four** questions from Group -'B', any **four** questions from Group -'C' and any **two** questions from Group -'D')*

Group 'A'

Q. No. 1 *Answer all the questions, each within one or two sentences*   **Marks: 1 × 10= 10**
- **a)** Define the term "Internet".
- **b)** Differentiate between internet and intranet.
- **c)** Define the term e-Business.
- **d)** What do you mean by packet switching?
- **e)** Define ARPA's role in the development of the internet.
- **f)** What do you mean by e-Commerce?
- **g)** Define the term "Extranet".
- **h)** Write down the full forms of PGP and W3C.
- **i)** What are the prerequisites for e-Commerce?
- **j)** What is the goal of WAI?

Group 'B'

Q. No. 2 *(Answer any four questions each within 100 words)*   **Marks: 5 × 4= 20**
- **a)** Distinguish between e-Business and e-Commerce.
- **b)** Explain emergence of the internet.
- **c)** Write down the advantages and disadvantages of e-Business.
- **d)** Write a short note on internet and World Wide Web development.
- **e)** Write down the advantages and disadvantages of e-Commerce.
- **f)** Write about tangible and intangible benefits of e-Business.

Group 'C'

Q. No. 3 *(Answer any four questions, each within 200 words)*   **Marks: 10 × 4= 40**
- **a)** Write short note on B2B e-Commerce and EDI.
- **b)** Briefly explain any three dynamic pricing models.
- **c)** Explain B2C e-Commerce while a customer is booking airline tickets from his home or workplace
- **d)** What do you mean by storefront model? Explain Shopping cart technology and portal model with an example.
- **e)** Write in detail about online shopping malls and auction model.
- **f)** Write a short note on Click and Mortar businesses.

Group 'D'

Q. No. 4. *(Answer any two questions, each within 300 words)*   **Marks: 15 × 2= 30**
- **a)** What makes an online business a successful e-Business? Explain about four important factors with suitable examples.
- **b)** What do you understand by EDI? Is EDI used in B2C or B2B e-Commerce? Why is EDI important in e-Commerce?
- **c)** What is the role and business value of using Internet Technology in supply chain management?