Roll No. ⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚   Total No. of Pages : 02

Total No. of Questions : 09

B.Voc. (Hardware and Networking)   (Sem.–5)
E-COMMERCE
Subject Code : BVHN502-18
M.Code : 78633
Date of Examination: 14-12-2022

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**

    a. E-commerce

    b. Extranet

    c. Plastic Money

    d. Ad-sense

    e. Bulk Emailing

    f. Freelancing

    g. Online Display advertising

    h. E-commerce in retail sector

    i. Internet Architecture

    j. Content Marketing.

SECTION-B

2. What is Electronic Data Interchange? Discuss components of EDI.

3. Discuss various mechanisms of making online payments.

4. What is Google Analytics? Explain the working of Google Analytics.

5. Write a note on e-mail marketing.

6. Discuss various e-commerce models.

SECTION-C

7. Discuss in details origin and need of e-commerce. What are the various factors affecting e-commerce?

8. What is Digital Marketing? Explain its process? How is Digital Marketing different from traditional marketing?

9. Discuss in detail Affiliate marketing. What are various opportunities available for e-business entrepreneurs?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.