

B.V. Patel Institute of Business Management, Computer & Information Technology
UkaTarsadia University
2nd Internal Examination, BCOM3rd Semester
E-Commerce

Marks: 50

Time: 2 hrs.

Date: 13/10/2017

Q-1 Answer the following. (Any Eight)

[16]

1. List attribute of paper based commerce.
2. What are issues involve concerns under security?
3. Who is called a hacker? What is ethical hacking
4. What is firewall?
5. What is non-repudiation?
6. How does online marketing save time?
7. What are mini sites and pop-ups? What is its major advantages?
8. What is viral marketing?
9. How streaming and audio work and customer loyalty for attracting customers?

Q-2 Answer the following. (Any Two)

[20]

1. Briefly discuss kinds of threats and crimes associate with e-security.
2. Who is called a hacker? Discuss ethical hacker and malicious hackers. How are both hackers different from each other?
3. Discuss various types of marketing strategies in the context of ecommerce.

Q-3 Answer the following in detail. (Any Two)

[14]

1. What is business plan? Discuss the various elements include in business plan.
2. What are the reasons for the growing importance of e-advertising? Explain any four e-advertising techniques.
3. Write short note on conceptualizing security.