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Total No. of Pages : 03

Total No. of Questions : 15

MBA(IB) (2015 to 2017) (Sem.-4)**E-COMMERCE****Subject Code : MBAIB-404****M.Code : 71410****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What is E-Marketing and what are its features? How it is different from E-Commerce?
2. How Information Technology Act, 2000 is applicable for E-commerce? explain it.
3. Describe the Online advertising. How it can be made effective?
4. Comment on the importance of search engine optimization.
5. How B2B is different from B2C business model?
6. What is Digital accumulating balance payment system?

SECTION-B**UNIT-I**

7. What is E-commerce? Explain the evolution of E-commerce. Discuss the types of E-commerce.

8. Describe Dot Com bubble. What are the key elements of a business model for E-commerce?

UNIT-II

9. What is payment system for E-commerce? Discuss the traditional payment systems and latest system-digital Wallets.
10. Discuss the process of Building an E-commerce website. What are the security threats in E-commerce?

UNIT-III

11. Discuss the E-commerce marketing concept. Discuss in detail the Net Pricing Strategies.
12. How ethics are important in E-commerce? Discuss in detail the Social and Political issues in E-commerce.

UNIT-IV

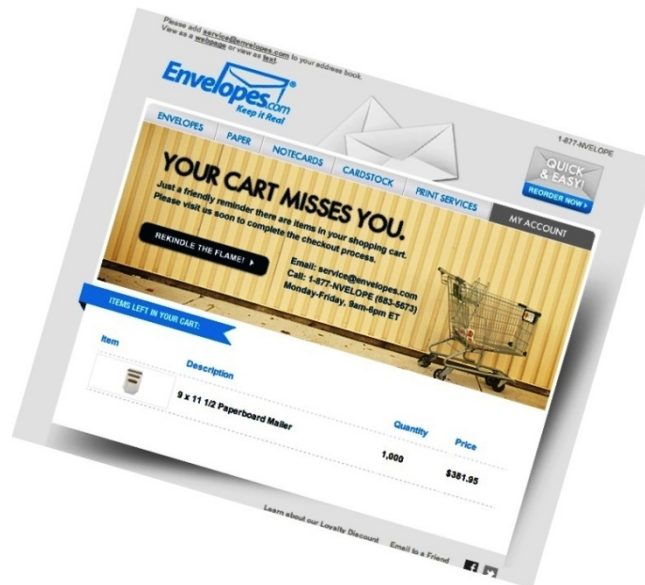
13. Explain in detail the Intellectual property rights in cyber space and Copyrights in Digital Space. How they are required in E-commerce?
14. Highlight the functions of Trade marks online in E-commerce. How Domain name could be used to increase the traffic on commercial website?

SECTION-C

15. **Targeting customer abandonment is worth it.**

We've all been there. Perusing products on the Internet when the phone rings, it's time for dinner or the dog is barking for a walk. No matter what it is that pulls us away from the computer, distractions are inevitable.

As an ecommerce marketer, understanding and reeling your consumers back in is crucial for garnering conversions. Many ecommerce companies have found success recovering customers through abandonment emails.



The case study above examines how Envelopes.com targeted category, cart and checkout abandonment with emails sent less than a week after the customer left the site. The campaign lifted the company to net 65% more checkout conversions.

Examine why your ecommerce site isn't earning those sales. Is it internal, or could it just be the busy lives of your consumers? Sometimes, all it takes is a little reminder.

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.