

IT Group

Course: E-Commerce

Credit: 2

Last Date of Submission: October 31 (for July Session)

April 30 (for January Session)

Max. Marks:-30

Min. Marks:-12

Note:-attempt all questions.

Que.1 Describe the activities of electronic commerce?

Que.2 What are the technologies use and what are the significance of commerce?

Que.3 Define niche broad or target customer?

Que.4 What are the components and factors for developing the business in context to business to customers?

Que.5 Explain the prospects of electronic commerce in IT industry?

Que.6 Explain the traditional marketing strategies?

Que.7 Elucidate the models of electronic market and its dimensions?

Que.8 Explain pull and push technologies and also explain the role of B2B market places.

Que.9 Short notes on:-

(a) Set (Secure Electronic Transition)

(b) SSL (Secure Socket Layer)

Que.10 Explain the information useful to introduce and their classification of introduces?