1206M263   Candidate's Seat No :_____

IMBA AVT Semester 4 Examination
IMBA AVT 120
E-Commerce in Service Industries
June-2024

Time : 2-30 Hours]

[Max. Marks : 70

Note: There are 5 questions; each questions carries (14 marks)

Q1 [a] What are the strategies to turn abandoned carts into sales? .... (7)
Q1 [b] What are the examples of ecommerce content that you could reach customers on google?
.... (7)

Or

[a] Explain in detail Knowledge Management Software with diagram .... (7)
[b] Explain SWOT Analysis of Make My Trip or Ginger Hotel Bangalore. Give the brief introduction of the mentioned company.
.... (7)

Q2 (a) Explain the Difference between Two Tier client/server Architecture and Three client/server Architecture with diagram?
.... (7)
(b) Explain in detail Contracting process in an online sale with example .... (7)

Or

(a) Explain the two concepts of Internet technologies and the banking industry .... (7)
(b) Explain Processing a payment card transaction with diagram   .... (7)

Q3 (a) Explain in detail Advantages and Disadvantages of Electronic Cash .... (7)
(b) Explain Taxation in e-Commerce and its types of Taxes in Online Business   .... (7)

Or (a) Explain Mobile Commerce and its Future?
.... (7)
(b) Explain what is Online Auctions and its 7 major types?
.... (7)

Q4 [A] Choose the Correct Answer: (Any 14):
.... (14)

(1) ____ is referred to as the percentage of customers, by whom a Web site is visited, and something is purchased by them.
   [A] Conversion rate [B] Spam [c] affiliate Program [d] Click-through

(2) Which of the following is done by Secure Socket Layers?
[A] creates secure, private connection to a web server. [B] Encrypt Information
[C] Sends information over the internet [D] All of the Above

(3) Which of the following is not an Advantage of E-commerce?
[A] Cost saving and price reduction [B] Late response to customer needs
[C] Wider choice [D] Improved customer services.

(4) Which of the following e-commerce company has launched Shopsy, an App that allows Indians to start online shops for free?
[A] Amazon [B] Flipkart [C] Flipkart [D] Paytm

(5) A company engaged in online marketing of its product is called _____
[A] An Internet company [B] An e-business company [C] An Intranet company
[D] An extranet Company

(6) EFT stands for _____
[A] Electronic fund transfer [B] Electronic foreign transmission [C] electronic feature transfer [D] electronic feature transmit.

[7] EDI is _____
[A] Electronic data interchange [B] electronic datatype interface [C] electronic device interface
[D] Electronic data integer

[8] _____ are credit and debit cards and other card products enhanced with microprocessors capable of holding more information than traditional magnetic stripe.
[A] smart cards [B] enhanced credit cards [C] optimized debit cards [D] none

[9] The fastest growing form of online advertising is_____
[A] Banner Ads [B] Google ads [C] Rich media / Video ads [D] Pop-up Ads

[10] Check whether statement is true of False:
    [10.1] EDI requires a business process as it deals with business forms exchange.

[11] VAN stands for ------------------ Added Networks
[A] Vast [B] Variable [C] Value [D] Vulnerability

[12] ACH transfers are used to process -------------------------- payments for settlement in one or two business days.
[A] high volume [B] small dollar [C] A and B [D] A or B

[13] SCM stands for --------- Chain Management
[A] Supplier [B] Supply [C] Surplus [D] Score

[14] A network that is used by the public but runs over common carrier lines is called a:
_____

[A] Circuit Switched Network [B] Packet switched network [C] Private network [D] public access network.

[15] _____ is concerned with the buying and selling information products and services over computer communication network.

[A] Commerce [B] E-commerce [C] e-Business [D] None of the above

[16] Which of the following is not a party of SCM?

[A] Suppliers [B] Manufacturers [C] Distributors [D] Customers

[17] What is retargeting?

[A] A type of payment method [B] A type of advertising that targets customers who have already interacted with a brand.

[C] A type of shipping method

[D] A type of customer service technique

Q5 Answer the following: (Any 7):

.... (14)

[1] Define: Market Segmentation on the web. List out any one example of marketing segmentation in Aviation Industry.

[2] What is Digital Marketing? List out the different types of Digital Marketing?

[3] Define Supply chain management using Internet technology.

[4] What are the major challenges in B2B Logistics?

[5] What is the fee-for-transaction revenue model? List out any 3 examples of fee-for-transaction revenue model.

[6] What is affiliate marketing?

[7] What is an abandoned cart? List any 2 strategies that turn into sales.

[8] What is A/B testing?