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2404E375

Candidate's Seat No : _____

IM.B.A. in (BI/APR) (NEP) Sem.-4 Examination

BI-DSC-C-EA-242

E. A.

Time : 2-00 Hours]

April-2025

[Max. Marks : 50

- Instructions :** (1) This paper contains **Five** questions.
(2) All questions are compulsory.
(3) Question No. **1,2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 What is E-commerce? Elaborate on the key technologies driving E-commerce. **(10)**

OR

Q:1 E-commerce is the foundation of modern digital trade and consumer convenience. **(10)**
Explain this statement with reference to the nature of e-commerce.

Q:2 Skysset Ltd., a manufacturer of electronic components, supplies its products to multiple tech companies. The company follows a structured process for order placement, payment, and delivery. Describe the steps involved in this transaction process. **(10)**

OR

Q:2 Distinguish between B2B and B2C. **(10)**

Q:3 Explain the Value Chain Model in the Context of E-commerce. **(10)**

OR

Q:3 The manufacturing model encompasses all operations related to production, from sourcing raw materials to delivering the final product. Explain the manufacturing model in detail. **(10)**

Q:4 What is digital signature? Explain the procedure of digital signature. **(10)**

OR

Q:4 What is credit risk? Mention the ways to manage the credit risk. **(10)**

Q:5 Short Questions (Attempt any 10) **(10)**

1. E-commerce refers to the buying and selling of goods and services over the
_____.

2. What type of e-commerce involves transactions between businesses and consumers?
 3. True or False: Online shopping always guarantees better prices than physical stores.
 4. The _____ model enables companies to offer their products or services through third-party platforms, earning a commission.
 5. What model includes inbound logistics, operations, outbound logistics, and customer service?
 6. True or False: Native ads are explicitly labeled as advertisements and easily distinguishable.
 7. _____ is a popular example of a B2B e-commerce platform facilitating bulk transactions between businesses.
 8. Which platform pioneered the direct sales model in the computer industry?
 9. True or False: E-commerce models cannot include a combination of online and offline channels.
 10. _____ is an example of a payment broker platform that facilitates secure online payments.
 11. What is the term for digital payment systems like PayPal and Razorpay?
 12. True or False: The E-Payment model ensures slower but more secure online transactions.
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