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**1505E671**

Candidate's Seat No : \_\_\_\_\_

**IMBA in AVT Sem.-4 Examination**

**IMBAAVT-120**

**E-Commerce in Service Industries**

**Time : 2-30 Hours]**

**May-2025**

**[Max. Marks : 70**

**Instructions:**

- 1) Figures to the right indicate Full Marks.**
- 2) Do not write anything on the question paper.**
- 3) Do not use scientific calculator.**

1. Differentiate between Traditional Commerce and E-Commerce? **(14)**
2. Which are the functions of E-Commerce? and explain scope of the E-Commerce. **(14)**

***or***

Which are the benefits and limitations of E-Commerce?

3. Explain in detail "E-Commerce opportunities and challenges for industries". **(14)**

***or***

Explain in detail "Types of E-PAYMENT systems".

4. Explain in detail "Business to Business (B2B) Model. **(14)**

***or***

Explain in detail "Business to Consumer (B2C) Model.

5. What is the impact of E-Commerce on Market? **(14)**
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