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SUBJECT CODE NO: - X-3076
FACULTY OF COMMERCE AND MANAGEMENT
BCOM (CBCGS)(Pattern-2018-22) S.Y SEM IV
Examination April / May - 2024
I.T Application in Business-IV

[Time: 2:00 Hours]

[Max. Marks: 50]

Please check whether you have got the right question paper.

N. B

- 1) Q.No.1 is compulsory
- 2) Solve any three Question from Q.No.2 to Q.No.6

Q1 (A) Multiple Choice Question

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1. _____ is not a major type of electronic commerce.
 (A) Consumer to Business (B) Business to Consumer
 (C) Business to Business (D) Consumer to Consumer
2. A _____ is the set of planned activities designed to result in a profit in a market place.
 (A) business model (B) profit model
 (C) Business plan (D) revenue model
3. The most prevalent online payment method is _____.
 (A) paypal. (B) checks.
 (C) credit card (D) debit card
4. Which of the following is not a key element of a business model?
 (A) Value proposition (B) competitive advantage
 (C) market strategy (D) Universal standards

(B) Fill in the blanks

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1. _____ is an e-commerce model which focuses on consumers dealing with one another.
2. When a visitor travels in his country of residence, he is a _____ visitor
3. In mobile marketing, the full form of LBS is _____
4. _____ host the e-books on their websites.

Q2 What are the elements of business model? Explain in details.

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Q3 What are the major types of e-marketplaces?.

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- Q4 What is an eCheck? How do electronic checks differ from paper checks? 14
- Q5 Define digital cash or e-cash. Explain with example how an online banking system works. 14
- Q6 Write Short Notes: 14
- Roadmap of e-commerce in India
 - Types of Auctions
 - E-Business Suits

