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V Semester B. Voc. Degree Examination, March - 2021

RETAIL MANAGEMENT

E - Commerce

(CBCS - Freshers and Repeaters 2018-19 & Onwards)

Paper : (E025) 5.5

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) Answer **All** sections.
- 2) Answer should be Written in **English** only.

SECTION - A

Answer any **FIVE** sub-questions. Each sub-question carries 2 marks. (5×2=10)

1. a) What is E-Banking?
- b) What is Smart Card?
- c) Expand : MAN, VPN
- d) What is URL?
- e) What are Trojan horse?
- f) What is SQL?
- g) What do you mean by Intranet?

SECTION - B

Answer any **THREE** questions. Each question carries 6 marks. (3×6=18)

2. What is a Cookie? Explain its importance.
3. What is Online Advertising? Briefly explain different types of Online Advertising.
4. What are the Functions of e-Commerce?
5. What are Firewalls? Explain the types of Firewalls.
6. Briefly explain the importance of CRM.

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SECTION - C

Answer any **THREE** questions. Each question carries **14** marks.

(3×14=42)

7. What do you mean by DBMS? Explain the features of DBMS.
8. Define Data Encryption? Explain the types of Data Encryption.
9. What is E-Commerce? What are the advantages and disadvantages of E-commerce?
10. Explain the following:
 - i) Permission Marketing.
 - ii) Affiliate Marketing.
 - iii) Viral Marketing.
11. What do you mean by B2B Marketing? Explain different types of B2B Marketing.

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