

Section-B

10 each

2. Describe the term e-commerce. What are the various social and economical impact of e-commerce.
3. Explain in detail difference between e-business and e-commerce.

Section-C

10 each

4. What are the *four* types of consumer-oriented applications of e-commerce ? Discuss in detail.
5. What do you mean by online advertisement ? Discuss merits and demerits of online marketing in detail.

Section-D

10 each

6. What do you mean by electronic payment system ? Explain its characteristics. Also compare it with traditional payment system.
7. Write in detail the various security issues in e-commerce. Explain with the help of example.

Section-E

10 each

8. What is CRM ? How online customer service and support help in improving CRM ?
9. Write short notes on the following :
 - (i) Security policy
 - (ii) e-CRM

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Lauren Gardner



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