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SARDAR PATEL UNIVERSITYM.Com. Examination, IInd SemesterMonday, 26th March 2018

Session/ Time: 10.00am to 01.00pm

Subject / Course Title: E-Commerce-II PB02ACOM22**Note:** Figures to the right indicate full marks

Total Marks 70

Use separate answer books for Section-I & II

Answers should be precise and to the point only.

Section – I

Q1 Explain with details: Legal Environment of E-Commerce in India (18)

OR

Q1 What is Intellectual Property? Explain in brief protection of Intellectual Property in online business (18)

Q2 What is entrepreneurship? Illuminate the common characteristics of successful e-entrepreneurs. (17)

OR

Q2 Explicate the advantages and disadvantages of Online Shopping Malls. (17)

Section – II

Q3 What is Customer Relationship Management? Explain the benefits and limitations of Customer Relationship Management. (18)

OR

Q3 Write brief notes: (18)

- Types of Customer Relationship Management
- Issues in Customer Relationship Management implementations

Q4 What is Mobile Commerce? Explain benefits and limitations of Mobile commerce. (17)

OR

Q4 Write brief notes: (17)

- Mobile Banking
- Mobile Commerce in India