

SEAT No. \_\_\_\_\_

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NO. OF PRINTED PAGES: 02

**SARDAR PATEL UNIVERSITY**  
**M. Com. (CBCS) (SEMESTER – II)**

**MONDAY, 01<sup>ST</sup> APRIL- 2019**

**10:00 A.M. To 01:00 P.M.**

**COURSE TITLE: E-COMMERCE- II**

CODE NO. : PB02ACOM22

MAXIMUM MARKS: 70

**Note:** Figures to the right hand side indicate full marks of the question.

<u>SECTION : 01</u>		
[Q.1]	Define electronic commerce? Explain e-commerce with business process perspective and service perspective.	[18]
<u>OR</u>		
[Q.1]	Explain legal environment of e-commerce and describe use of intellectual property in online business.	[18]
[Q.2]	Explain common characteristics of successful e-entrepreneurs with example.	[17]
<u>OR</u>		
[Q.2]	Explain various benefits of having e-business for B2B and C2C e-commerce.	[17]
<u>SECTION : 02</u>		
[Q.3]	What is meaning of customer relationship management (CRM)? Describe the various benefits and limitations of CRM.	[17]
<u>OR</u>		
[Q.3]	Explain types of CRM with suitable example.	[17]
[Q.4]	Write a short note on following topics. (Any Two) 1. Mobile commerce Application 2. Benefits of mobile commerce 3. Use of m-commerce application in various industry 4. Mobile banking with proper example	[18]

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(P.T.O)