Oct/Nov - 2025

Total No. of Questions : 5]

SEAT No. :

PE4219

[Total No. of Pages : 2

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S.Y. M.C.A. (Management)
EC 619 MJ : E - COMMERCE
(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) ***Attempt all questions.***
2) ***Figures to the right indicate full marks.***

Q1) a) Define E-business. Explain with suitable examples. **[5]**

b) Explain how artifical intelligence and blockchain are transforming e-commerce. **[5]**

OR

c) Explain M-Commerce for current digital world. **[5]**

d) Explain G2B and B2G with suitable examples. **[5]**

Q2) a) Explain the basic structure and design principles of an E-Commerce website. **[5]**

b) Explain the key factors to be considered while choosing on E-Commerce platform. **[5]**

OR

c) Explain the challenges of payment gateways for E-Commerce players. **[5]**

d) Explain the role of UX and UI design for online book store. **[5]**

Q3) a) Explain the role of SEO for improving e-commerce visibility. **[5]**

b) Explain influencer marketing with examples from current e-commerce campaigns. **[5]**

OR

c) Describe the importance of customer relationship management (CRM). **[5]**

d) How can email marketing campaigns help to build customer loyatty? **[5]**

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Q4) a) **BigBasket uses predictive data models to forecast customer demand and plan inventory. Discuss the importance of data analytics in ensuring customer satisfaction and operational efficiency in e-commerce.** **[10]**

OR

b) **Using predictive analytics, amazon forecasts which customers are likely to renew their prime subscription.**
Evaluate how predictive analytics and segmentation together support customer retention strategies. **[10]**

Q5) Write a short on (any two). **[10]**

a) Protecting from online frauds.

b) Data protection laws

c) Fair trade practices in e-commerce

d) SSL certificates

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