

1/04/2016

DOON UNIVERSITY
SCHOOL OF MANAGEMENT
IMBA 603 E-COMMERCE

Time Allowed: 2 hrs

Max Marks: 30 Marks

SECTION A

(5*2)

Q 1 Write short notes on the following:

- a) **E-Commerce**
- b) **Value Proposition Model**
- c) **C2C Business Model**
- d) **Traditional Commerce Vs E-Commerce**
- e) **Inter Organizational E- Commerce**

SECTION B

(ATTEMPT ANY TWO)

(10*2)

Q 2 Define E-Commerce. Elucidate the advantages and disadvantages of E-Commerce.

Q 3 What is E-Business Model? Describe briefly the various business models.

Q 4 Explain the various types of E-Commerce along with appropriate example.