# Vivekanand College, Kolhapur (Autonomous) Department of Commerce

Notice

Date: 16/8/2019

All The Students who have enrolled for the Course E-Commerce & Digital Marketing are hereby informed that their classes are going to start from 28/8/2019 in BCA Lab Room No 55 attend the lectures on time.



Mr. Sunny.S. Kale

(Course Coordinator)



Shikshanmaharshi Dr. Bapuji Salunkhe

# Vivekananc College, Kolhapur (Autonomous) Department of Commerce

Organizes



Valu: Added Course & E - Commerce & Ligital Marketing (2019-20)

#### Course Outcomes-

- 1. 1) understand the concept of E-con merce and Digital marketing.
- 2. 1) know how to apply e-commerce in business and various sectors.
- 3. 1) gain insight on digital marketing activities on social media platform.
- 4. To Design and develop recent :-commerce strategies and digital marketing system.

Dr. M. V. Charankar (Head, Department of Commerce) Mr. Sunny Kale (Coordinator) 8149689235 Duration – 28th August, 2019 to 18st Dec, 2019

Time – 10.45am to 11.45am

Venue- BCA Lab (Room No. 54)

Note- 1. certificate will be previded
after completion of the course.

2. Registration Link of the course will be shared on WhatsApp group.

Course Fee- Rs. 500/-

> Dr. S. Y. Hongekar Principal



### Vivekanand College, Kolhapur (Autonomous)

## Certificate Course on - E - Commerce and Digital Marketing

- 1.To make the learners familiar with e- Commerce, current challenges and issues in ecommerce
- 2.To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business
- 3. To develop e-business plans and to interact with various 11 professionals who may be developing e-commerce applications
- 4. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce

#### **Duration 2 Hours**

Marks 40 Teaching hours 30 Credits: 2

Module	Title	Duration (Teaching Hours)
Module I	Introduction to E -Commerce:  Meaning, Features, Categories, Advantages and Limitations of E-Commerce, Impact of E-Commerce on Business, E-Commerce in	5
	Banking, Tourism, Government, Education M-Commerce: Meaning, Benefits, Trends in M.Commerce	1.1
Module – II	Website: Design and development of website, advantages of website, Principles of web design, different ways of building website	10
	E-Business: Meaning, Launching an E-Business Benefits and Limitation of E-Business  EDI(Electronic Data Interchange) in business: Meaning of EDI, Benefits, Limitations, Application of EDI	
Module – III	E-Payment and Legal Issues in E-Commerce: E-Payment System: Features, Different ePayment systems E-Commerce Law: Need for E Commerce Laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2000	5
Module –	Digital Marketing:  Meaning Advanges Limitations	10
	Various Activities of Digital Marketing: Search engine optimization, Search Engine Marketing, Content Marketing, Campaign Marketing, E-Mail Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts Digital Marketing on Various Social Media Platform Web Analytics, Latest development and strategies in Digital Marketing	
	Total Lectures	30

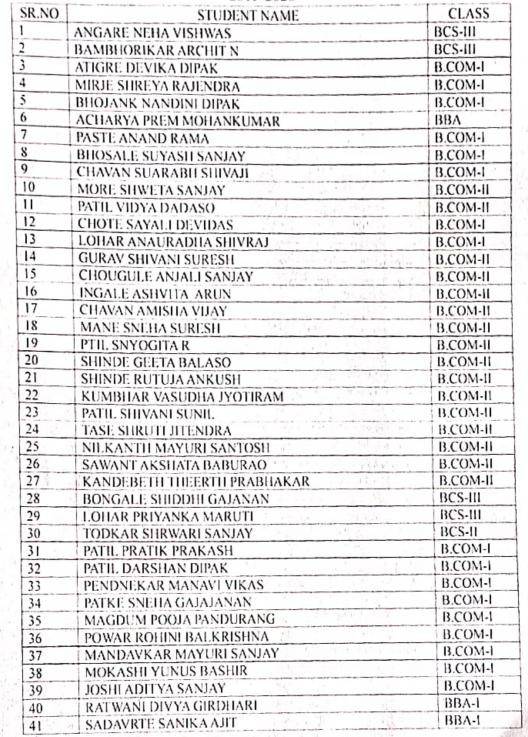
#### REFERENCE BOOKS:

- Bajaj, Kamlesh K and Bebjani Nag: ECommerce The cutting Edge of Business, Tata McGraw Hill (P) Ltd., New Delhi
- 2. Greenstein, Electronic Commerce, Tata McGraw Hill, New Delhi
- 3. Leon, Alexis: Fudamental of Information Technology, Vikas Publication House (P) Ltd. New Delhi
- 4. Mansfield, Ron: The Compact Guide To Microsoft Office, BPB Publication, delhi

#### Vivekanand College, Kolhapur( Autonomous) Department of Commerce

#### E-Commerce & Digital Marketing Enrolled Students List

#### 2019-2020





1st BATCH (2019-2020) DATE 11/12-2019			
Sr No.	Student Name	Class	Signture
_ 1	AANGRE NEHA VISHWAS	BCS-III	
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	018=
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	
5	BHOJEK HADINI DIPAK SHOJAK HANDIHI DEFFA	B.COM-I	Marchin R
6	ACHARYA PREM MOHANKUMAR	BBA-I	
7	PASTE ANAND RAMA	B.COM-I	
8	BHOSALE SUASH SANJAY	B.COM-I	forusht.
9	CHABVAN SOURABH SHIVAJI	B.COM-I	1 The second
10	MORE SHWETA SANJAY	B.COM-II	Queta
11	PATIL VIDYA DADASO	B.COM-II	WAR
12	CHOTHE SAYALI DEVIDAS	B.COM-I	T Jan Di
13	LOHAR ANURASA SHIVARAJ	B.COM-I	
14	GURAV SHIVAJI SURESH Shivani	B.COM-II	Û.
15	CHOUGULE ANJALI SNJAY		Alraigue
16	INGALE ASHWITA ARUN	B.COM-II	angell.
17	CHAVAN AMISHA VIJAY	B.COM-II	Admi
18	MANE SNEHA SURESH		Smane_
19	PATIL SANYOGITA RAJGONDA	B.COM-II	18)88
20	atm to a committee of the committee of t	B.COM-II	011
21	OUTD TO BE DELIMINATED TO SERVICE OF THE PROPERTY OF THE PROPE	B.COM-II	
22	WITH ADDITION AND ADDITIONS OF THE PARTY OF	B.COM-II	
23	D . D D	B.COM-II	-ChPM
. 24	TAOP OLIVERY HOME	B.COM-II	Slace
25	NILKANTH MAYURI SANTOSH	B.COM-II	mayel
26	CANAL AND AMOUNT OF A PARTY OF	B.COM-II	The
27	V ANDERS AN OWNER THAT	B.COM-III	
28	BONGALE SIDDHI GAJANAN	BCS-III	
29	LOHAR PRIYANKA MARUTI	BCS-III	
30	TODKAR SHARVARI SANJAY	BSC-II	
31	PATIL PRATIK PRAKASH	B.COM-I	tresc
32	PATIL DARSHAN DIPAK	B.COM-I	Plets 9.
33	PEDNEKAR MNAVI VIKAS	B.COM-I	Mami
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	Magdam
36	POWAR ROHINI BALKRISHNA	B.COM-I	1
37	MANDAVKAR MAYUR SANJAY	B.COM-I	Junavany
38	MOKASHI YUNUS BASHIR	B.COM-I	11.
39	RATVANI DIVYA GIRIDHAR	BBA-I	Diverse :
40	SADAVRTE SANIKA AJIT	BBA-I	Antya

Joshi Aditya Sapjay

Mr.S.S. Kale Coordinator

ushkar Harshe

Subject Teacher

B.COM-I

E-COMMERCE AND DIGITAL MARKE. TCH (2019-2020) DATE: /2/2019 COLLEGE

	1st BATCH (2019-2020) DATE 28 //	Class	c: 13/2
Sr No.	Student Name	BCS-III	Sigh
1	AANGRE NEHA VISHWAS		@18=
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	0,0
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	-10.1
5	BHOJEK-NADINI-DIPAK Brajak obmlini Degal	B.COM-I	plandin.
6	ACHARYA PREM MOHANKUMAR		
7	PASTE ANAND RAMA	B.COM-I	0 21
8	BHOSALE SUASH SANJAY	B.COM-I	Junish
9	CHABVAN SOURABH SHIVAJI	B.COM-I	01
10	MORE SHWETA SANJAY	B.COM-I I	Que
11	PATIL VIDYA DADASO	B.COM	ASTI.
12	CHOTHE SAYALI DEVIDAS	B.COM-I	
13	LOHAR ANURASA SHIVARAJ	B.COM-I	
14	GURAV SHIVAJI SURESH Shivani	B.COM-II	(dec
15	CHOUGULE ANJALI SNJAY	B.COM-II	Alhougue
16	INGALE ASHWITA ARUN	B.COM-II	Donyale
17	CHAVAN AMISHA VIJAY	B.COM-II	(Auber
18	MANE SNEHA SURESH	B.COM-II	Smary_
19	PATIL SANYOGITA RAJGONDA	B.COM-II	8ce
20	SHINDE GEETA BALASO	B.COM-II	
21	SHINDE RUTUJA ANKUSH	B.COM-II	
22	KUMBHAR VASUDHA JYOTIRAM	B.COM-II	
23	PATIL SHIVANI SUNIL	B.COM-II	Middle.
24	TASE SHRUTI JITENDRA	B.COM-II	Have
25	NILKANTH MAYURI SANTOSH	B.COM-II	myst
26	SAVANT AKSHTA BABURAO	B.COM-II	TEL
27	KANDEBAT TITRTHA PRABHAKAR	B.COM-III	
28	BONGALE SIDDHI GAJANAN	BCS-III	
29	LOHAR PRIYANKA MARUTI	BCS-III	
30	TODKAR SHARVARI SANJAY	BSC-II	
31	PATIL PRATIK PRAKASH	B.COM-I	Regtel
32	PATIL DARSHAN DIPAK	B.COM-I	WhatU
33	PEDNEKAR MNAVI VIKAS	B.COM-I	draw
34	PATKE SNEHA GAJANAN	B.COM-I	4,5
35	MAGDU PUJA PANDURANG	B.COM-I	Anogolum
36	POWAR ROHINI BALKRISHNA	B.COM-I	d
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	Broken
39	RATVANI DIVYA GIRIDHAR		
		BBA-I	Bixwa
40	SADAVRTE SANIKA AJIT	BBA-I	Q.

Joshi Aditya Sanjay

Mr.S.S. Kale Coordinator

Subject Teacher

C- N-	Student Name	Class \	Signture
Sr No.		BCS-III	,
_1	AANGRE NEHA VISHWAS	BCS-III	all
2	BANBHORIKAR ARCHIT NISHANT	B.COM-I	
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	Manchant
5	BHOJEK NADINI DIPAK Cholak Manyuw Br	BBA-I	
6	ACHARYA PREM MOHANKUMAK	B.COM-I	
7	PASTE ANAND RAMA	B.COM-I	Rugeshil
8	BHOSALE SUASH SANJAY	B.COM-I	
9	CHABVAN SOURABH SHIVAJI	B.COM-IIL	Mule
10	MORE SHWETA SANJAY	B.COM-I	WALL
11	PATIL VIDYA DADASO	B.COM-I	
12	CHOTHE SAYALI DEVIDAS	B.COM-I	29
13	LOHAR ANURASA SHIVARAJ	B.COM-II	(Jun
14	GURAV SHIVAJI SURESH SYTVATI	B.COM-II	Ahougue
15	CHOUGULE ANJALI SNJAY	B.COM-II	Empale.
16	INGALE ASHWITA ARUN	B.COM-II	Aloni
17	CHAVAN AMISHA VIJAY	B.COM-II	aman
18	MANE SNEHA SURESH		DH.
19	PATIL SANYOGITA RAJGONDA	B.COM-II	- <del>0,,</del> -1.
20	SHINDE GEETA BALASO	B.COM-II	
21	SHINDE RUTUJA ANKUSH	B.COM-II	
22	KUMBHAR VASUDHA JYOTIRAM	B.COM-II	Dist
23	PATIL SHIVANI SUNI <u>L</u>	B.COM-II	-Shill
24	TASE SHRUTI JITENDRA	B.COM-II	200
25	NILKANTH MAYURI SANTOSH	B.COM-II	Suscritis
26	SAVANT AKSHTA BABURAO	B.COM-II	TE8
27	KANDEBAT TITRTHA PRABHAKAR	B.COM-III	
28	BONGALE SIDDHI GAJANAN	BCS-III	
29	LOHAR PRIYANKA MARUTI	BCS-III	
30	TODKAR SHARVARI SANJAY	BSC-II	
31	PATIL PRATIK PRAKASH	B.COM-I	That
32	PATIL DARSHAN DIPAK	B.COM-I	SOUTH
33	PEDNEKAR MNAVI VIKAS	B.COM-I	Mann
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	fragular
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	Jun (cos)
39	RATVANI DIVYA GIRIDHAR	BBA-I	Pinne
	SADAVRTE SANIKA AJIT	BBA-I	73
	Joshi Aditya Sanjay	BCOM-J	- alt

Mr.S.S. Kale Coordinator

Mr. Pushkar Harshe

Subject Teacher

#### E-COMMERCE AND DIGITAL MARKETING 1st BATCH (2019-2020) DATE 74 14 2019

	1st BATCH (2019-2020) DATE	Class	Signture
Sr No.	Student Name	BCS-III	
1	AANGRE NEHA VISHWAS	BCS-III	Qu.
2	BANBHORIKAR ARCHIT NISHANT	B.COM-I	
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	Namedwa
5	BHOJEK NADINI DIPAK	BBA-I	
6	ACHARYA PREM MOHANKUMAR	B.COM-I	
7	PASTE ANAND RAMA	B.COM-I	Kencha
8	BHOSALE SUASH SANJAY	B.COM-I	Tursha
9	CHABVAN SOURABH SHIVAJI	B.COM-1 1	Juetse
10	MORE SHWETA SANJAY	B.COM € U	ENT
11	PATIL VIDYA DADASO	B.COM-I	1000
12	CHOTHE SAYALI DEVIDAS		
13	LOHAR ANURASA SHIVARAJ	B.COM-I	an
14	GURAV SHIVAJI SURESH Shivani	B.COM-II	Anougule
15	CHOUGULE ANJALI SNJAY	B.COM-II	Amgelo.
16	INGALE ASHWITA ARUN	B.COM-II	Things.
17	CHAVAN AMISHA VIJAY	B.COM-II	Sicing.
18	MANE SNEHA SURESH	B.COM-II	1820P
19	PATIL SANYOGITA RAJGONDA	B.COM-II	- Acces
20	SHINDE GEETA BALASO	B.COM-II	
21	SHINDE RUTUJA ANKUSH	B.COM-II	
22	KUMBHAR VASUDHA JYOTIRAM	B.COM-II	41.11
23	PATIL SHIVANI SUNIL	B.COM-II	Janu.
24	TASE SHRUTI JITENDRA	B.COM-II	TOP .
25	NILKANTH MAYURI SANTOSH	B.COM-II	mayed
26	SAVANT AKSHTA BABURAO	B.COM-II	- Be
27	KANDEBAT TITRTHA PRABHAKAR	B.COM-III	1
28	BONGALE SIDDHI GAJANAN	BCS-III	
29	LOHAR PRIYANKA MARUTI	BCS-III	
30	TODKAR SHARVARI SANJAY	BSC-II	<b>.</b>
31	PATIL PRATIK PRAKASH	B.COM-I	Profe
32	PATIL DARSHAN DIPAK	B.COM-I	Oscat!
33	PEDNEKAR MNAVI VIKAS	B.COM-I	drown
34	PATKE SNEHA GAJANAN	B.COM-I	1
35	LIAGDU PUJA PANDURANG	B.COM-I	fragelin)
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	<u> </u>
38	MOKASHI YUNUS BASHIR	B.COM-I	Whotesky
39	RATVANI DIVYA GIRIDHAR	BBA-I	Buya
40	SADAVRTE SANIKA AJIT	BBA-I	
	Joshy Aditya Sanjay	BCOM.	-I *

Mr.S.S. Kale Coordinator

**Subject Teacher** 

# Vivekanand College, Kolhapur( Autonomous) Department of Commerce NOTICE



DATE: 18/12/2019

All the students enrolled for value added course "E-Commerce & Digital Marketing are hereby informed that the course end examination will be conducted on 21st December 2019 at 11: a.m in the room no 57 attend the examination without fail.

Mr. S. S. Kale (Course Coordinator)

## E-Commerce Multiple Choice Questions & Answers (All questions are compulsory)

1. Which of the following describes e-commerce?

- a. Doing business electronically
- b. Economic business
- c. Doing business on computers
- d. Businesswith modern technology

Answer: a \

- 2. Which is an advantage of e-commerce?
  - a. hidden costs
  - b. expand business reach
  - c. security issues
  - d. popularity

Answer: b

- 3. Which segment do eBay, Amazon belong?
  - a. B2B
  - b. B2C
  - c. C2B
  - d. C2C

Answer: b

- 4.To which categoryOLX App belong?
  - a. B2B
  - b. B2C
  - c. C2B
  - d. C2C

Answer: d

- 5. Which products are people most likely to be more uncomfortable buying on the Internet?
  - a. Books
- b. Furniture
  - c. Movies
  - d. Electronic goods

Answer: b

- 6. How the transactions occur in e-commerce?
  - a. Using e-medias
  - b. Using computers only
  - c. Using mobile phones only
  - d. Only through websites

Answer: a

Seat no. - 1

Name: - Archit N. Bambhorikar

sign: - @10=

Inv. eign-

7. Which type of products is lesser purchased using ecommerce?

- a. Automobiles
- b. Laptops
- c. Mobiles
- d. Garments

Answer: C

- 8. Which type of add appears on a web page?
  - a. Pop-under ad
  - b. Pop-up ad
  - c. Banner ad
  - d. Text ad

Answer: d

- 9. What is the name for direct computer-to-computer transfer of transaction informationcontained in standard business documents?
  - a. Internet commerce
  - b. E-commercetransaction
- c. Information transfer
  - d. ElectronicData Interchange

Answer: d

- 10. ERP stands for
  - a. Enterprise Resolution Planning
  - b. Enterprise Reverse Planning
  - c. Enterprise Resource Planning
- d. Entrepreneur's Research Program

Answer: 🗷

- 11. For train reservations which mobile app is used?
  - a. Train Book
  - b. Easy Train
  - c. Rail Travel
  - d. Rail Yatri

Answer: d

12. Which Whatsapp feature is expected in 2020?

- a. Easy Mode
- b. Encryption
- c. Dark Mode
- d. None of the above

Answer: CL



10	
13. Who is a founder of Apple?  a. Andy Rubin	10 refers to the transfer of writing single
a. Andy Rubin	19 refers to the transfer of writing, signals, data,
b. Steve Jobs	sounds, images or intelligence sent via an electronic
c. Jan Koum	device.
d. Mark Zuckerberg	a. e-procurement
ruiswer: h	b. e-communication
14. Bookmyshow is an example of	c. e-tools
a. Mobile money transfer	d. e-delivery
b. Mobile ticketing	Answer: b
c. Mobile marketing	
u. Mobile entertainment	20 is a function of supply chain management.
MISWEL: P	a. Inventory Management
a. Online education	b. Finance Management
a. Online education	c. Customer Services
b. E-tailing	d. Sales Process
b. E-tailing c. Tourism	Answer: a
	21 is not the form of e-commerce that involves
A nomen of	transactions with Government.
	a. G2B
16. What helps business to convert raw information into useful analytical tool for business	b. B2G
useful analytical tool for business decision making?	c. C2G
a. Customer relation management b. Data warehouse	d. E2G
b. Data warehouse	Answer: d
b. Data warehouse c. One time password	22. What is the meaning of ATM?
u. None of above	a. Automatic Taking Money
d. None of above Answer: a. ×	b. All Time Money
Answer: a. helps building long-term relationships for any sustainable business.	c. Any Time Money
any sustainable business.	d. Automated Teller Machine
a. Marketing Information System	Allswer: d
b. Customer Communication	23. Which is a business strategy or business model in
c. Customer Relation Management	commerce by which a company attempts to integrate
d. Feedbacks	both online and physical presences?
Answer: & b	a. Bricks & Mortar
18. Which is the management of upstream and	b. Bricks & Clicks
downstream relationships with suppliers & customers for	c. Online Shopping
timely delivery of products?	d. Retailing Website
a. Customer Relation Management	Answer: Q
b. Courier Management	24. Important tool to protect transaction data and
c. Supply Chain Management	customer data in e-commerce is:
d. Transport Management	a. Security Sockets Layer (SSL)
Answer: d ×	b. Data Security Standard (DSS)
	c. One Time Password (OTP)
	d. Federal Trade Commission (FTC)
	Answer: C
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#### E-Commerce

#### Multiple Choice Questions & Answers

(All questions are compulsory)

1. Which of the	following de	scribes e-commerce?
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- a. Doing business electronically
- b. Economic business
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Answer: a v

- 2. Which is an advantage of e-commerce?
  - a. hidden costs
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  - c. security issues
  - d. popularity

Answer: b

3. Which segment do eBay, Amazon belong?

- a. B2B
- B2C
- c. C2B
- d. C2C

Answer: 6

4.To which categoryOLX App belong?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: d

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Answer: b

6. How the transactions occur in e-commerce?

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- c. Using mobile phones only
- d. Only through websites

Answer: a

7. Which type of products is lesser purchased using ecommerce?

Name: - Neha. V Angre

- a. Automobiles
- b. Laptops
- c. Mobiles
- d. Garments

Answer: a

8. Which type of add appears on a web page?

- a. Pop-under ad
- b. Pop-up ad
- c. Banner ad
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Answer: C

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10. ERP stands for

- a. Enterprise Resolution Planning
- b. Enterprise Reverse Planning
- c. Enterprise Resource Planning
- d. Entrepreneur's Research Program

11. For train reservations which mobile app is used?

- a. Train Book
- b. Easy Train
- c. Rail Travel
- d. Rail Yatri

Answer: d V

12. Which Whatsapp feature is expected in 2020?

- Easy Mode
- b. Encryption
- c. Dark Mode
- d. None of the above

Answer: C



13. Who is a founder of Apple?	19 refers to the transfer of writing, signals, data,
a. Andy Rubin	sounds, images or intelligence sent via an electronic
b. Steve Jobs	device.
c. Jan Koum	a. e-procurement
d. Mark Zuckerberg	b. e-communication
Answer: b	c. e-tools
14. Bookmyshow is an example of	d. e-delivery
a. Mobile money transfer	Answer: b
b. Mobile ticketing	
c. Mobile marketing	20 is a function of supply chain management.
d. Mobile entertainment	a. Inventory Management
Answer: b	b. Finance Management
15 is not an application of e-commerce.	c. Customer Services
a. Online education	d. Sales Process
b. E-tailing	Answer: Q
c. Tourism	21. is not the form of e-commerce that involves
d. Employee Assessment	transactions with Government.
Answer: C X	a. G2B
S. Council Santon D	a. G2B b. B2G
16. What helps business to convert raw information into	c. C2G
useful analytical tool for business decision making?	c. C2G d. E2G
a. Customer relation management	Answer: d
b. Data warehouse	22. What is the meaning of ATM?
c. One time password	a. Automatic Taking Money
d. None of above	a. Automatic Taking Money b. All Time Money
Answer: Q X	c. Any Time Money
17helps building long-term relationships for	d. Automated Teller Machine
any sustainable business.	Answer: d
a. Marketing Information System	23. Which is a business strategy or business model in
b. Customer Communication	commerce by which a company attempts to integrate
c. Customer Relation Management	both online and physical presences?
d. Feedbacks	a. Bricks & Mortar
Answer: b X	b. Bricks & Clicks
18. Which is the management of upstream and	c. Online Shopping
downstream relationships with suppliers & customers for	d. Retailing Website
timely delivery of products?	Answer: a X
a. Customer Relation Management	24. Important tool to protect transaction data and
b. Courier Management	customer data in e-commerce is:
c. Supply Chain Management	a. Security Sockets Layer (SSL)
d. Transport Management	b. Data Security Standard (DSS)
Answer: d \	c. One Time Password (OTP)
	d. Federal Trade Commission (FTC)
	Answer: C ×

Seat No. - 3 Name - Shaevari sanjay Todkaz

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#### E-Commerce

#### Multiple Choice Questions & Answers

(All questions are compulsory)

.Which of the following	describes e-commerce?
-------------------------	-----------------------

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- b. Economic business
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Answer: Q

- 2. Which is an advantage of e-commerce?
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Answer: b

- 3. Which segment do eBay, Amazon belong?
  - a. B2B
  - b. B2C
  - c. C2B
  - d. C2C

Answer: b \

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  - c. C2B
  - d. C2C

Answer: d

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  - c. Using mobile phones only
  - d. Only through websites

Answer: a \

7. Which type of products is lesser purchased using ecommerce?

- a. Automobiles
- b. Laptops
- c. Mobiles
- d. Garments

Answer: Q L

- 8. Which type of add appears on a web page?
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Answer: C \

- 9. What is the name for direct computer-to-computer transfer of transaction informationcontained in standard business documents?
  - a. Internet commerce
  - b. E-commercetransaction
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  - d. ElectronicData Interchange

Answer: d V

- 10. ERP stands for
  - a. Enterprise Resolution Planning
  - b. Enterprise Reverse Planning
  - c. Enterprise Resource Planning
  - d. Entrepreneur's Research Program

Answer: C

- 11. For train reservations which mobile app is used?
  - a. Train Book
  - b. Easy Train
  - c. Rail Travel
  - d. Rail Yatri

Answer: d.

- 12. Which Whatsapp feature is expected in 2020?
  - a. Easy Mode
  - b. Encryption
  - c. Dark Mode
  - d. None of the above

Answer: C.

	The state of the s
Control of the Contro	
13. Who is a founder of Apple?	19 refers to the transfer of writing, signals, data.
a. Andy Rubin	sounds, images or intelligence sent via an electronic
b. Steve Jobs	device.
c. Jan Koum	
d. Mark Zuckerberg	a. e-procurement
Answer, b	b. e-communication
14. Bookmyshow is an avamala as	c. e-tools
Bookmyshow is an example of     a. Mobile money transfer	d. e-delivery
h Mobile distant	Answer: b
C. Mobile medication	
d. Mobile outers:	20 is a function of supply chain management.
Answer: b	a. Inventory Management
15. is not an application of	b. Finance Management
15 is not an application of e-commerce. a. Online education	c. Customer Services
b. F-tailing	d. Sales Process
b. E-tailing c. Tourism	Answer: Q
	21 is not the form of e-commerce that involves
- Assessment	transactions with Government.
Water Sheet or	a. G2B
16. What helps business as	b. B2G
16. What helps business to convert raw information into	c. C2G
useful analytical tool for business decision making?	d. E2G
a. Customer relation management	Answer: d
b. Data warehouse	22. What is the meaning of ATM?
or one time password	a. Automatic Taking Money
d. None of above	b. All Time Money
Allswei. Q	c. Any Time Money
17helps building long-term relationships for	d. Automated Teller Machine
any sustainable business.	Answer: d
a. Marketing Information System	23. Which is a business strategy or business model in e ()
b. Customer Communication	commerce by which a company attempts to integrate
c. Customer Relation Management	both online and physical presences?
d. Feedbacks	a. Bricks & Mortar
Answer: b X	b. Bricks & Clicks
18. Which is the management of upstream and	c. Online Shopping
downstream relationships with suppliers & customers for	d. Retailing Website
timely delivery of products?	Answer: Q
a. Customer Relation Management	24. Important fool to protect transaction data and
b. Courier Management	customer data in e-commerce is:
c. Supply Chain Management	a. Security Sockets Layer (SSL)
d. Transport Management	b. Data Security Standard (DSS)
Answer: d ✓	c. One Time Password (OTP)
	d. Federal Trade Commission (FTC)
	Answer: C X

## Name: Pooja P. Magdum.

E-Commerce
Multiple Choice Questions & Answers

(All questions are compulsory)

- a. Doing business electronically
- b. Economic business
- c. Doing business on computers
- d. Businesswith modern technology

Answer: a.

#### 2. Which is an advantage of e-commerce?

- a. hidden costs
- b. expand business reach
- c. security issues
- d. popularity

Answer: b. \

#### 3. Which segment do eBay, Amazon belong?

- a. B2B
- **b.** B2C
- c. C2B
- d. C2C

Answer: b.

#### 4.To which categoryOLX App belong?

- a. B2B
- **b.** B2C
- c. C2B
- d. C2C

Answer: d.

### 5. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture
- c. Movies
- d. Electronic goods

Answer: b

#### 6. How the transactions occur in e-commerce?

- a. Using e-medias
- b. Using computers only
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- d. Only through websites

Answer: a

7. Which type of products is lesser purchased using ecommerce?

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100000000000000000000000000000000000000	c. e-tools
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b. Mobile ticketing	the state of the s
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d. Mobile entertainment	a. Inventory Management
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a. Online education	d. Sales Process
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#### Vivekanand College, Kolhapur( Autonomous) Department of Commerce E-Commerce & Digital Marketing Result (Marks out of 24)



#### 2019-2020

CD NO	2017-2020	CLACC	Marks
SR.NO	STUDENT NAME	CLASS	18
<u> </u>	ANGARE NEHA VISHWAS	BCS-III	16
3	BAMBHORIKAR ARCHIT N	BCS-III	21
	ATIGRE DEVIKA DIPAK	B.COM-I	17
4	MIRJE SHREYA RAJENDRA	B.COM-I	
5	BHOJANK NANDINI DIPAK	B.COM-I	AB
6	ACHARYA PREM MOHANKUMAR	BBA	AB
7	PASTE ANAND RAMA	B.COM-I	24
8	BHOSALE SUYASH SANJAY	B.COM-I	21
9	CHAVAN SUARABH SHIVAJI	B.COM-I	AB
10	MORE SHWETA SANJAY	B.COM-II	10
11	PATIL VIDYA DADASO	B.COM-II	21
12	CHOTE SAYALI DEVIDAS	B.COM-I	18
13	LOHAR ANAURADHA SHIVRAJ	B.COM-I	19
14	GURAV SHIVANI SURESH	B.COM-II	20
15	CHOUGULE ANJALI SANJAY	B.COM-II	20
16	INGALE ASHVITA ARUN	B.COM-II	20
17	CHAVAN AMISHA VIJAY	B.COM-II	21
18	MANE SNEHA SURESH	B.COM-II	21
19	PATIL SNYOGITA R	B.COM-II	19
20	SHINDE GEETA BALASO	B.COM-II	AB
	SHINDE GELTA BACAGE SHINDE RUTUJA ANKUSII	B.COM-II	20
21 .	KUMBHAR VASUDHA JYOTIRAM	B.COM-II	20
	PATIL SHIVANI SUNIL	B.COM-II	20
23	TASE SHRUTI JITENDRA	B.COM-II	22
24	NILKANTH MAYURI SANTOSH	B.COM-II	22
25	SAWANT AKSHATA BABURAO	B.COM-II	21
26	KANDEBETH THEERTH PRABHAKAR	B.COM-II	20
27	BONGALE SHIDDHI GAJANAN	BCS-III	16
28	BONGALE SHIDDHI GAJANAN	BCS-III	20
29	LOHAR PRIYANKA MARUTI	BCS-II	18
30	TODKAR SIRWARI SANJAY	B.COM-I	21
31	PATIL PRATIK PRAKASH	B.COM-I	22
32	PATIL DARSHAN DIPAK	B.COM-I	21
33 -	PENDNEKAR MANAVI VIKAS	B.COM-I	AB
34	PATKE SNEHA GAJAJANAN	B.COM-I	19
35	MAGDUM POOJA PANDURANG	B.COM-I	A
36	POWAR KOHINI BALKKISHNA		24
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	23
39	JOSHI ADITYA SANJAY	B.COM-1	24
40	RATWANI DIVYA GIRDHARI	BBA-I	19
41	SADAVRTE SANIKA AJIT	BBA-I	AB