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

Vivekanand College, Kolhapur (Autonomous)
Department of Commerce

Organizes

Value Added Course in E- Commerce & Digital Marketing

(2019-20)

Course Outcomes-

1. To understand the concept of E-commerce and Digital marketing.

2. To know how to apply e-commerce in business and various sectors.

3. To gain insight on digital marketing activities on social media platform.

4. To Design and develop recent e-commerce strategies and digital marketing system.

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 provided after completion of the course.*

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

Course Fee- Rs. 500/-

Dr. M. V. Charankar	**Mr. Sunny Kale**	**Dr. S. Y. Hongekar**
(Head, Department of Commerce)	**(Coordinator)**	**Principal**
	8149689235	

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 IT 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 India... Banking,Tourism, Government, Education M-Commerce: Meaning, Benefits, Trends in M.Commerce	5
Module – II	**Website:** Design and development of website, advantages of website ,Principles of web design,different ways of building website **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	10
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 Isuues in E-Commerce in India , IT Act 2000	5
Module – IV	**Digital Marketing:** Meaning, Advatnges, Limitations 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	10
	Total Lectures	30

REFERENCE BOOKS :

1. 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

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

E-COMMERCE AND DIGITAL MARKETING
1st BATCH (2019-2020)   DATE 14/12 2019

Sr No.	Student Name	Class	Signture
1	AANGRE NEHA VISHWAS	BCS-III	
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	
5	~~BHOJEK NADINI DIPAK~~ BHOJAK NANDINI DEEPA	B.COM-I	
6	ACHARYA PREM MOHANKUMAR	BBA-I	
7	PASTE ANAND RAMA	B.COM-I	
8	BHOSALE SUASH SANJAY	B.COM-I	
9	CHABVAN SOURABH SHIVAJI	B.COM-I	
10	MORE SHWETA SANJAY	B.COM-I II	
11	PATIL VIDYA DADASO	B.COM-I II	
12	CHOTHE SAYALI DEVIDAS	B.COM-I	
13	LOHAR ANURASA SHIVARAJ	B.COM-I	
14	GURAV SHIVAJI SURESH Shivani	B.COM-II	
15	CHOUGULE ANJALI SNJAY	B.COM-II	
16	INGALE ASHWITA ARUN	B.COM-II	
17	CHAVAN AMISHA VIJAY	B.COM-II	
18	MANE SNEHA SURESH	B.COM-II	
19	PATIL SANYOGITA RAJGONDA	B.COM-II	
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	
24	TASE SHRUTI JITENDRA	B.COM-II	
25	NILKANTH MAYURI SANTOSH	B.COM-II	
26	SAVANT AKSHTA BABURAO	B.COM-II	
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	
32	PATIL DARSHAN DIPAK	B.COM-I	
33	PEDNEKAR MNAVI VIKAS	B.COM-I	
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	
39	RATVANI DIVYA GIRIDHAR	BBA-I	
40	SADAVRTE SANIKA AJIT	BBA-I	

Joshi Aditya Sanjay   B.COM-I

Mr.S.S. Kale
Coordinator

Mr. Pushkar Harshe
Subject Teacher

E-COMMERCE AND DIGITAL MARKE...
1st BATCH (2019-2020) DATE :- /12 2019

Sr No.	Student Name	Class	Sig...
1	AANGRE NEHA VISHWAS	BCS-III	
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	*signature*
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	
5	BHOJEK NADINI DIPAK Bhoik charlini Deepa	B.COM-I	*signature*
6	ACHARYA PREM MOHANKUMAR	BBA-I	
7	PASTE ANAND RAMA	B.COM-I	
8	BHOSALE SUASH SANJAY	B.COM-I	*signature*
9	CHABVAN SOURABH SHIVAJI	B.COM-I	
10	MORE SHWETA SANJAY	B.COM-I II	*signature*
11	PATIL VIDYA DADASO	B.COM II	*signature*
12	CHOTHE SAYALI DEVIDAS	B.COM-I	
13	LOHAR ANURASA SHIVARAJ	B.COM-I	
14	GURAV SHIVAJI SURESH Shivani	B.COM-II	*signature*
15	CHOUGULE ANJALI SNJAY	B.COM-II	*signature*
16	INGALE ASHWITA ARUN	B.COM-II	*signature*
17	CHAVAN AMISHA VIJAY	B.COM-II	*signature*
18	MANE SNEHA SURESH	B.COM-II	*signature*
19	PATIL SANYOGITA RAJGONDA	B.COM-II	*signature*
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	*signature*
24	TASE SHRUTI JITENDRA	B.COM-II	*signature*
25	NILKANTH MAYURI SANTOSH	B.COM-II	*signature*
26	SAVANT AKSHTA BABURAO	B.COM-II	*signature*
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	*signature*
32	PATIL DARSHAN DIPAK	B.COM-I	*signature*
33	PEDNEKAR MNAVI VIKAS	B.COM-I	*signature*
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	*signature*
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	*signature*
39	RATVANI DIVYA GIRIDHAR	BBA-I	*signature*
40	SADAVRTE SANIKA AJIT	BBA-I	

Joshi Aditya Sanjay   BCOM-I   *signature*

signature

Mr.S.S. Kale
Coordinator

signature

Mr. Pushkar Harshe
Subject Teacher

E-COMMERCE AND DIGITAL MARKETING
1st BATCH (2019-2020) DATE 24-12-2019

Sr No.	Student Name	Class	Signature
1	AANGRE NEHA VISHWAS	BCS-III	
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	Ali
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	Shreshni
5	BHOJEK NADINI DIPAK Bhojak Nandini Dipak	B.COM-I	
6	ACHARYA PREM MOHANKUMAR	BBA-I	
7	PASTE ANAND RAMA	B.COM-I	Raja Shila
8	BHOSALE SUASH SANJAY	B.COM-I	
9	CHABVAN SOURABH SHIVAJI	B.COM-I	Shifa
10	MORE SHWETA SANJAY	B.COM-I II	Shid
11	PATIL VIDYA DADASO	B.COM-I II	
12	CHOTHE SAYALI DEVIDAS	B.COM-I	
13	LOHAR ANURASA SHIVARAJ	B.COM-I	An
14	GURAV SHIVAJI SURESH snivani	B.COM-II	Ahaiguie
15	CHOUGULE ANJALI SNJAY	B.COM-II	Ongale.
16	INGALE ASHWITA ARUN	B.COM-II	Ahon
17	CHAVAN AMISHA VIJAY	B.COM-II	amai
18	MANE SNEHA SURESH	B.COM-II	B.M.
19	PATIL SANYOGITA RAJGONDA	B.COM-II	
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	Shiu
24	TASE SHRUTI JITENDRA	B.COM-II	
25	NILKANTH MAYURI SANTOSH	B.COM-II	Mayusi
26	SAVANT AKSHTA BABURAO	B.COM-II	Res
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	Prat
32	PATIL DARSHAN DIPAK	B.COM-I	Patil
33	PEDNEKAR MNAVI VIKAS	B.COM-I	Manu
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	Pmagdon
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	Mokashi
39	RATVANI DIVYA GIRIDHAR	BBA-I	Divya
40	SADAVRTE SANIKA AJIT	BBA-I	

Joshi Aditya Sanjay   B COM-I

Mr.S.S. Kale
Coordinator

Mr. Pushkar Harshe
Subject Teacher

E-COMMERCE AND DIGITAL MARKETING
1st BATCH (2019-2020) DATE ?/ ?/ 2019

Sr No.	Student Name	Class	Signture
1	AANGRE NEHA VISHWAS	BCS-III	
2	BANBHORIKAR ARCHIT NISHANT	BCS-III	
3	ATIGRE DEVIKA DIPAK	B.COM-I	
4	MIRJE SHREYA RAJENDRA	B.COM-I	
5	BHOJEK NADINI DIPAK	B.COM-I	Nandini
6	ACHARYA PREM MOHANKUMAR	BBA-I	
7	PASTE ANAND RAMA	B.COM-I	
8	BHOSALE SUASH SANJAY	B.COM-I	Sujash
9	CHABVAN SOURABH SHIVAJI	B.COM-I	Sourbh
10	MORE SHWETA SANJAY	B.COM-II	
11	PATIL VIDYA DADASO	B.COM-II	
12	CHOTHE SAYALI DEVIDAS	B.COM-I	
13	LOHAR ANURASA SHIVARAJ	B.COM-I	
14	GURAV SHIVAJI SURESH shivani	B.COM-II	
15	CHOUGULE ANJALI SNJAY	B.COM-II	Ahougule
16	INGALE ASHWITA ARUN	B.COM-II	Ingale.
17	CHAVAN AMISHA VIJAY	B.COM-II	
18	MANE SNEHA SURESH	B.COM-II	sonciny
19	PATIL SANYOGITA RAJGONDA	B.COM-II	
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	Shiva
24	TASE SHRUTI JITENDRA	B.COM-II	
25	NILKANTH MAYURI SANTOSH	B.COM-II	mayuri
26	SAVANT AKSHTA BABURAO	B.COM-II	
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	Pratik
32	PATIL DARSHAN DIPAK	B.COM-I	Patil
33	PEDNEKAR MNAVI VIKAS	B.COM-I	Mnavi
34	PATKE SNEHA GAJANAN	B.COM-I	
35	MAGDU PUJA PANDURANG	B.COM-I	Amagdu
36	POWAR ROHINI BALKRISHNA	B.COM-I	
37	MANDAVKAR MAYUR SANJAY	B.COM-I	
38	MOKASHI YUNUS BASHIR	B.COM-I	mokashi
39	RATVANI DIVYA GIRIDHAR	BBA-I	Divya
40	SADAVRTE SANIKA AJIT	BBA-I	

Joshi Aditya Sanjay   BCOM-I

Mr.S.S. Kale
Coordinator

Mr. Pushkar Harshe
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)

Seat no.- 1
Name :- Archit N. Bambhorikar
Sign :- Archit
Inv. sign -

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

7. Which type of products is lesser purchased using e-commerce?
   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: 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

13. Who is a founder of Apple?
    a. Andy Rubin
    b. Steve Jobs
    c. Jan Koum
    d. Mark Zuckerberg
Answer: b

14. Bookmyshow is an example of _____.
    a. Mobile money transfer
    b. Mobile ticketing
    c. Mobile marketing
    d. Mobile entertainment
Answer: b

15. _____ is not an application of e-commerce.
    a. Online education
    b. E-tailing
    c. Tourism
    d. Employee Assessment
Answer: c

16. What helps business to convert raw information into useful analytical tool for business decision making?
    a. Customer relation management
    b. Data warehouse
    c. One time password
    d. None of above
Answer: a

17. _____ helps building long-term relationships for any sustainable business.
    a. Marketing Information System
    b. Customer Communication
    c. Customer Relation Management
    d. Feedbacks
Answer: b

18. Which is the management of upstream and downstream relationships with suppliers & customers for timely delivery of products?
    a. Customer Relation Management
    b. Courier Management
    c. Supply Chain Management
    d. Transport Management
Answer: d

19. _____ refers to the transfer of writing, signals, data, sounds, images or intelligence sent via an electronic device.
    a. e-procurement
    b. e-communication
    c. e-tools
    d. e-delivery
Answer: b

20. _____ is a function of supply chain management.
    a. Inventory Management
    b. Finance Management
    c. Customer Services
    d. Sales Process
Answer: a

21. _____ is not the form of e-commerce that involves transactions with Government.
    a. G2B
    b. B2G
    c. C2G
    d. E2G
Answer: d

22. What is the meaning of ATM?
    a. Automatic Taking Money
    b. All Time Money
    c. Any Time Money
    d. Automated Teller Machine
Answer: d

23. Which is a business strategy or business model in e commerce by which a company attempts to integrate both online and physical presences?
    a. Bricks & Mortar
    b. Bricks & Clicks
    c. Online Shopping
    d. Retailing Website
Answer: a

24. Important tool to protect transaction data and customer data in e-commerce is:
    a. Security Sockets Layer (SSL)
    b. Data Security Standard (DSS)
    c. One Time Password (OTP)
    d. Federal Trade Commission (FTC)
Answer: c

E-Commerce

Multiple Choice Questions & Answers

(All questions are compulsory)

1. Which of the following describes e-commerce?
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   d. Businesswith modern technology

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    c. Enterprise Resource Planning
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    c. e-tools
    d. e-delivery
Answer: b

20. _____ is a function of supply chain management.
    a. Inventory Management
    b. Finance Management
    c. Customer Services
    d. Sales Process
Answer: a

21. _____ is not the form of e-commerce that involves transactions with Government.
    a. G2B
    b. B2G
    c. C2G
    d. E2G
Answer: d

22. What is the meaning of ATM?
    a. Automatic Taking Money
    b. All Time Money
    c. Any Time Money
    d. Automated Teller Machine
Answer: d

23. Which is a business strategy or business model in commerce by which a company attempts to integrate both online and physical presences?
    a. Bricks & Mortar
    b. Bricks & Clicks
    c. Online Shopping
    d. Retailing Website
Answer: a

24. Important tool to protect transaction data and customer data in e-commerce is:
    a. Security Sockets Layer (SSL)
    b. Data Security Standard (DSS)
    c. One Time Password (OTP)
    d. Federal Trade Commission (FTC)
Answer: c

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 ✓

7. Which type of products is lesser purchased using e-commerce?
   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
   d. Text ad
   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
   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: 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 ✓

13. Who is a founder of Apple?
    a. Andy Rubin
    b. Steve Jobs
    c. Jan Koum
    d. Mark Zuckerberg

Answer: b

14. Bookmyshow is an example of _____.
    a. Mobile money transfer
    b. Mobile ticketing
    c. Mobile marketing
    d. Mobile entertainment

Answer: b

15. _____ is not an application of e-commerce.
    a. Online education
    b. E-tailing
    c. Tourism
    d. Employee Assessment

Answer: c

16. What helps business to convert raw information into useful analytical tool for business decision making?
    a. Customer relation management
    b. Data warehouse
    c. One time password
    d. None of above

Answer: a

17. _____ helps building long-term relationships for any sustainable business.
    a. Marketing Information System
    b. Customer Communication
    c. Customer Relation Management
    d. Feedbacks

Answer: b

18. Which is the management of upstream and downstream relationships with suppliers & customers for timely delivery of products?
    a. Customer Relation Management
    b. Courier Management
    c. Supply Chain Management
    d. Transport Management

Answer: d

19. _____ refers to the transfer of writing, signals, data, sounds, images or intelligence sent via an electronic device.
    a. e-procurement
    b. e-communication
    c. e-tools
    d. e-delivery

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Vivekanand College, Kolhapur(Autonomous)
Department of Commerce
E-Commerce & Digital Marketing
Result (Marks out of 24)
2019-2020

SR.NO	STUDENT NAME	CLASS	Marks
1	ANGARE NEHA VISHWAS	BCS-III	18
2	BAMBHORIKAR ARCHIT N	BCS-III	16
3	ATIGRE DEVIKA DIPAK	B.COM-I	21
4	MIRJE SHREYA RAJENDRA	B.COM-I	17
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
21	SHINDE RUTUJA ANKUSH	B.COM-II	20
22	KUMBHAR VASUDHA JYOTIRAM	B.COM-II	20
23	PATIL SHIVANI SUNIL	B.COM-II	20
24	TASE SHRUTI JITENDRA	B.COM-II	22
25	NILKANTH MAYURI SANTOSH	B.COM-II	22
26	SAWANT AKSHATA BABURAO	B.COM-II	21
27	KANDEBETH THEERTH PRABHAKAR	B.COM-II	20
28	BONGALE SHIDDHI GAJANAN	BCS-III	16
29	LOHAR PRIYANKA MARUTI	BCS-III	20
30	TODKAR SHRWARI SANJAY	BCS-II	18
31	PATIL PRATIK PRAKASH	B.COM-I	21
32	PATIL DARSHAN DIPAK	B.COM-I	22
33	PENDNEKAR MANAVI VIKAS	B.COM-I	21
34	PATKE SNEHA GAJAJANAN	B.COM-I	AB
35	MAGDUM POOJA PANDURANG	B.COM-I	19
36	POWAR ROHINI BALKRISHNA	B.COM-I	A
37	MANDAVKAR MAYUR SANJAY	B.COM-I	24
38	MOKASHI YUNUS BASHIR	B.COM-I	23
39	JOSHI ADITYA SANJAY	B.COM-I	24
40	RATWANI DIVYA GIRDHARI	BBA-I	19
41	SADAVRTE SANIKA AJIT	BBA-I	AB