

Sr. No. 3736

Exam.Code: 110606

Subject Code: 2951

Bachelor of Vocation (Fashion Technology) - 6th Semester

(2519)

Paper-II

Internet Applications in Business

Time allowed: 3 hrs.

Max. Marks: 50

Note : There are Seven questions, attempt any five. Each question carries 10 marks.

1. What is role of Social Networking in online marketing?
2. What are impacts of e-commerce on fashion designing industry?
3. Explain various business models in E-Commerce.
4. What do you mean by Product and Subject digitization?
5. Explain Supply chain management in digital marketing.
6. What is Importance and features of Cyber Laws?
7. Explain following with reference to online marketing:
 - a. Mobile Marketing
 - b. Procurement

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