

Sr.No.10191

Exam Code:110606

Subject Code: 2790

Bachelor in Vocation (Fashion Technology) - 6th Semester

(2721)

Paper-VI: Internet Applications in Business

Time Allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

Section-A

1. What do you mean by Advertising? How do you measure the effectiveness of advertising? Describe the role of internet in increasing the effectiveness of advertisement.
2. What do you understand by Social Networking? How social networking is useful in developing business in modern times.

Section-B

3. Explain the term E-commerce. Discuss various types of Business Model in E-commerce, by giving appropriate examples.
4. What are the key technologies of B2B E-Commerce? Explain architectural models of B2B E-commerce.

Section-C

5. Define Digitization of product. Discuss the process of Product Digitization and mention the key considerations to be taken care while digitizing the product.
6. Discuss the role of E-Commerce in making an effective remote procurement plan for fashion business.

Section-D

7. What is Cyber Law? Elucidate the aim and importance of Cyber Laws in proper conduct of E-commerce.
8. Explain the process of Supply Chain Management. Briefly describe the importance of Supply Chain Management in E-Commerce.

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