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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF LAW
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : BBL111

Course Name : Sem V - BBL111 - E- Commerce and Marketing

Program : BBA LLB Honors

Date : 13-JAN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
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PART A

ANSWER ALL THE FOLLOWING QUESTIONS

10 X 2 = 20M

1. Distinguish Customer and Consumer with suitable examples for the both.
(CO1) [Knowledge]
2. What is Product Life Cycle? Give an example for Product Life Cycle.
(CO2) [Knowledge]
3. Branding is an important characteristic of marketing. What is brand equity?
(CO2) [Knowledge]
4. What is Public relation in the context of sales management.
(CO3) [Knowledge]
5. What are the two important roles of a Sales Manager?
(CO3,CO4) [Knowledge]
6. What are the different E-commerce business models?
(CO4) [Knowledge]
7. Define Advertising model in E-commerce.
(CO4) [Knowledge]
8. Define E-Commerce in the context of modern marketing.
(CO4) [Knowledge]
9. What are different E-Payment systems used in Ecommerce?
(CO5) [Knowledge]
10. What are the risks involved in E-payment system.
(CO5) [Knowledge]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

4 X 10 = 40M

11. Explain the different pricing strategies in pricing the product
(CO2) [Comprehension]
12. Explain the roles of a modern sales manager.
(CO3) [Comprehension]
13. Discuss the opportunities and challenges of E-commerce in the existing Indian business scenario.
(CO4) [Comprehension]
14. Explain the benefits of using E-payment system in e-commerce activities.
(CO5) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 20 = 40M

15. You as a customer, use the e-retailing app, With an example explain how
 - a. Product search and purchasing should be carried out in such app.
 - b. Explain the navigation activities starting from search to payment system.
(CO4) [Application]
16. Explain the step by step process of e-banking system for online activities and also explain how you will
 - a. Depositing the money through online.
 - b. Pay the bills online using smart phones.
(CO5) [Application]
