

Roll No.

Total No. of Questions : 09]

[Total No. of Pages : 02

Paper ID [A0530]

(Please fill this Paper ID in OMR Sheet)

B.Tech. (Sem. - 7th/8th)

E - SERVICES (IT - 404)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.
- 3) Attempt any **Two** questions from Section - C.

Section - A

Q1)

(10 × 2 = 20)

- a) What do you mean by E - financial transaction?
- b) What is a mutual fund?
- c) Mention any two major issues in electronic payment system.
- d) State the distinctive characteristics of services.
- e) Expand ROI.
- f) Define Marketing.
- g) Mention two advantages of e-marketing to sellers.
- h) Explain consumer segmentation on the basis of income group.
- i) Mention the websites of any two companies selling their products exclusively through e-marketing channel.
- j) What does Promotion include as one of the P's of Marketing Mix?

Section - B

(4 × 5 = 20)

- Q2)** How information technology has impacted accounting? Also, elaborate the role of an accountant in the organisation.
- Q3)** Discuss the legal issues involved in E-transactions.
- Q4)** With the advent of Internet the marketing has changed across products, physical distribution and promotion. Comment.
- Q5)** Elaborate the different marketing orientations, giving examples.
- Q6)** Explain how internet and IT have impacted Advertising.

Section - C

(2 × 10 = 20)

- Q7)** Elaborate ETHBSAI model for e-business solutions.
- Q8)** Explain the factors influencing consumer buying process.
- Q9)** Marketing of services involves different focus as compared to marketing of product. Comment giving examples.

