

Roll No.....

Total No. of Questions : 09]

May - 08
low w. all subjects 4 you.com

[Total No. of Pages : 02

Paper ID [IT404]

(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-currency?
- b) State any two advantages of online trading.
- c) Mention any two advantages of electronic payment system.
- d) What is role of an accountant in an organisation?
- e) Explain production concept of Marketing.
- f) What is signature coding?
- g) Define Marketing.
- h) Explain demographic segmentation.
- i) Expand SWOT.
- j) What are the 4P's of Marketing?

Section - B

(4 × 5 = 20)

- Q2)** What are E-financial transactions? Explain giving examples. Also state their advantages.
- Q3)** Explain, with examples, how E-marketing has impacted insurance domain.
- Q4)** With the advent of Internet the marketing has changed across products, physical distribution and promotion. Comment.
- Q5)** Elaborate the marketing planning carried out at different levels of the organisation.
- Q6)** Define Advertising. What are steps involved in developing an advertising program.

Section - C

(2 × 10 = 20)

- Q7)** What do you mean by segmentation and targeting? Explain by taking few examples.
- Q8)** Elaborate the Robertson and Altman's model.
- Q9)** Online Trading of stocks has been increasing over the last few years. What are reasons behind this phenomenon? Also explain the key issues involved in Online Trading of stocks.

