www. allsubjects4you. com

B.Tech. (Sem. - 7th/8th)
E-SERVICES
SUBJECT CODE : IT - 404
Paper ID : [A0530]

[Note : Please fill subject code and paper ID on OMR]

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 are the implications of E-Financial transaction?

b) What do you mean by signature coding?

c) What is role of an accountant in an organisation?

d) What are the advantages of online trading?

e) What do you mean by ROI?

f) What is the benefit of mutual funds?

g) What is the use of financial models?

h) What are digital signatures?

i) What are the benefits of electronic checks?

j) Define SSL.

Section - B

<div align="right">*(4 × 5 = 20)*</div>

Q2) Compare and discuss advantages and disadvantages of E-marketing and traditional marketing.

Q3) Explain the process of E-banking in detail.

Q4) Explain the concept of E-Financial transactions with the help of suitable example.

Q5) Elaborate the marketing planning carried out at different levels of the organisation.

Q6) Discuss the pros and cons of trading on the internet.

Section - C

<div align="right">*(2 × 10 = 20)*</div>

Q7) List different financial models being used? Explain any two models in detail?

Q8) Explain in detail accounting cycles with the help of suitable examples.

Q9) Write short notes on :
   (a)   Segmentation and trading.
   (b)   Budgeting.

❖ ❖ ❖ ❖