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) How E-services can be used for advertisements?

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) What do you mean by risk management?

Section - B

(4 × 5 = 20)

Q2) Explain the concept of E-Financial transactions with the help of suitable example.

Q3) Compare and discuss advantages and disadvantages of E-marketing and traditional marketing.

Q4) Explain the process of E-banking in detail?

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

(2 × 10 = 20)

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) What do you mean by segmentation and targeting? Explain with the help of suitable examples.

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