

- a) Personalization and analytics
 - b) Expensive campaigns
 - c) Manual tracking
 - d) Limited reach
- Q.4 Which of the following is an example of C2C e-commerce?
- a) Flipkart
 - b) OLX
 - c) Amazon
 - d) Big Basket
- Q.5 The key component of an e-tailing website is:
- a) Front-end design
 - b) Product catalog
 - c) Payment system
 - d) All the above
- Q.6 In e-tailing, CRM stands for:
- a) Customer Retention Method
 - b) Customer Relationship Management
 - c) Client Resource Management
 - d) Customer Return Mechanism

(2)

226752-R

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 The full form of URL is _____
- Q.8 Which Technology helps in tracking products during delivery?
- Q.9 Give one example of B2C
- Q.10 Write down one key challenge in e-tailing.
- Q.11 What is the first step in setting up an online store?
- Q.12 Name two online payment modes.

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Write a note on evolution of e-tailing.
- Q.14 Market place model vs. Direct customer model.
- Q.15 Describe the role of technology in e-tailing.
- Q.16 What are the challenges faced by e-tailers in India?
- Q.17 Mention any two advantages of e-tailing.

(3)

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