

Exam Date & Time: 01-Oct-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins+ Grace Time : 15mins

MCom(IB) DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - INTERNATIONAL BUSINESS

E-COMMERCE AND CUSTOMER RELATIONSHIP MANAGEMENT [18MIB25]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) Which one is the most commonly invested marketing channel?
 (i) E-mail marketing
 (ii) Query click system
 (iii) Content marketing
 (iv) Twitter social media marketing (1)

- 2) Find out the third layer of the architectural frame work.
 (i) Business to Business layer
 (ii) Interface layer
 (iii) Customer to Business layer
 (iv) Technical adoption layer (1)

- 3) Name the second largest and the earliest form of e-commerce.
 (i) Business-to-Consumer(B₂C)
 (ii) Business-to-Government(B₂G)
 (iii) Business-to-Business(B₂B)
 (iv) Consumer-to-Consumer(C₂C) (1)

- 4) Choose, the online marketing is also called as _____.
 (i) Common marketing
 (ii) Internet marketing
 (iii) Television marketing
 (iv) Direct marketing (1)

- 5) Identify, the cards require electronic authorization of every transaction and the debits are reflected in the user's account immediately.
 (i) Signature Debit Card
 (ii) Credit Card
 (iii) Debit Card
 (iv) Pin Debit Card (1)

- 6) What is e-cash system?
 (i) Hot cash transaction
 (ii) ATM cash transaction (1)

- (iii) Digital-based system
(iv) Cheque collection system
- 7) The companies gain new customers through customer acquisition and keep current customers through _____.
(i) Customer retention (1)
(ii) Customer loyalty
(iii) Customer strategy
(iv) Customer programme
- 8) Under what systems compile customer data across different channels or points of contact between the customer and the company?
(i) Marketing system (1)
(ii) Manufacturing system
(iii) Inspection system
(iv) Customer Relationship Management System
- 9) Which one is the most important benefits from multi-channel-retailing to retailers?
(i) Improved customer perception (1)
(ii) Increased sales
(iii) Enhanced productivity
(iv) Both (i),(ii) and (iii)
- 10) Event based marketing is a form of marketing that identifies key events in the customer and _____.
(i) Exporter (1)
(ii) Business lifecycle
(iii) Importer
(iv) Wholeseller

SECTION B

Answer all the questions.

- 11) Explain the scope of electronic commerce. (7)
a) [OR] Analyze the various business applications of e-commerce. (7)
b)
- 12) Discuss about B₂B and B₂C models of e-commerce. (7)
a) [OR] Determine the remote service procurement. (7)
b)
- 13) State the types of e-payment systems. (7)
a) [OR] Explain the order billing and payment management. (7)
b)

- 14) Justify the Analytical CRM. (7)
 - a) [OR] Determine the event based marketing. (7)
 - b) Explain the evaluation of retailing. (7)
- 15) Explain the evaluation of retailing. (7)
 - a) [OR] Analyze the multichannel retailing. (7)
 - b)

SECTION C

Answer 3 out of 5 questions.

- 16) Enumerate the Architecture frame of e-commerce. (10)
- 17) Construct the applications of e-commerce to SCM. (10)
- 18) Analyze the electronic payment system in India. (10)
- 19) Elucidate CRM marketing initiatives. (10)
- 20) Categorize the CRM in logistics distribution. (10)

-----End-----