


Name:	 UPES <small>UNIVERSITY WITH A PURPOSE</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: E-Commerce Program: B.Com (Hons./BMI/Tax) Course code: MKTG 2026	Semester: III Time: 03 hrs. Max. Marks: 100
---	--

SECTION A

- 1. Each Question will carry 5 Marks**
2. Instruction: Select the correct answer(s)

S. No.	Question	CO
Q1	Describe the following terms: A) Bounce rate B) Term of use	CO1
Q2	Write short notes on the Demographic report of Audience.	CO1
Q3	Differentiate between “organic,” and “referral,” medium used in acquisition report.	CO1
Q4	Underneath Behavior reports describe the “Technology” and “Mobile” reports.	CO1
Q5	I. Which of the following is a “medium” in Google Analytics? (select all answers that apply) a) Organic b) CPC c) Referral d) mail.google.com II. Which of the following is a “source” in Google Analytics? (select all answers that apply) a) googlemerchandisestore.com b) (direct) c) Google d) Email	CO1

Q6.	<p>Select correct option:</p> <p>I. URL stands for:</p> <ol style="list-style-type: none"> Uniform Resource Locator Universal Resource Locator Universal Random Locator Uniform Random Locator <p>II.is concerned with the buying and selling information, products and services over computer communication networks</p> <ol style="list-style-type: none"> Commerce E-Commerce E-Business None of these <p>III. When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?</p> <ol style="list-style-type: none"> E-commerce has some overlap with e-business E-commerce is a subset of e-business E-commerce is broadly equivalent to e-business E-business is a subset of e-commerce None of the above <p>IV. Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:</p> <ol style="list-style-type: none"> Promote their websites Recruit specialist staff Measure website hits None of the above <p>V. How could you discover whether users were viewing your website on mobile devices?</p> <ol style="list-style-type: none"> The Exit Pages report under “Site Content” The Landing Page report under “Site Content” The Engagement report under “Behavior” The Devices report under “Mobile” 	CO1
-----	--	------------

SECTION B

- Each question will carry 10 marks**
- Instruction: Write short / brief notes**

Q7.	<p>Describe the different e-commerce includes several types of transactions:</p> <ol style="list-style-type: none"> Business to business (B2B) Business to customer (B2C) Customer to customer (C2C) 	CO2
-----	---	------------

Q8.	Describe what important information business plan should contain about business.	CO2
Q9.	Describe different types of shipping cart. Also describe advantages and disadvantages of both types.	CO2
Q10.	Describe the various types of investment required to run e-commerce business.	CO2
Q11.	Describe the various issues of shopping cart in e-commerce. Describe different models of shopping cart.	CO2

Section C

- 1. Each Question carries 20 (10X2) Marks.**
2. Instruction: Write long answer.

Q12. A) We know that for development and maintenance of website a professional team is required. Discuss the name of different roles along with their responsibility with the help of examples.
 B) Write the interpretation for the below given google analytics report:



CO3