


Name:	
Enrolment No:	

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

Course: E-Business Program: BBA Family Business and Entrepreneurship Course code: MKTG 2031	Semester: III Time: 03 hrs. Max. Marks: 100
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SECTION A

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

S. No.	Question	CO
Q1	<p>I. URL stands for:</p> <ul style="list-style-type: none"> a. Uniform Resource Locator b. Universal Resource Locator c. Universal Random Locator d. Uniform Random Locator <p>II.is concerned with the buying and selling information, products and services over computer communication networks</p> <ul style="list-style-type: none"> (a) Commerce (b) E-Commerce (c) E-Business (d) 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> <ul style="list-style-type: none"> a. E-commerce has some overlap with e-business b. E-commerce is a subset of e-business c. E-commerce is broadly equivalent to e-business d. E-business is a subset of e-commerce e. 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> <ul style="list-style-type: none"> a. Promote their websites b. Recruit specialist staff c. Measure website hits d. None of the above 	CO1

	<p>V. How could you discover whether users were viewing your website on mobile devices?</p> <ul style="list-style-type: none"> a) The Exit Pages report under “Site Content” b) The Landing Page report under “Site Content” c) The Engagement report under “Behavior” d) The Devices report under “Mobile” 	
Q2	<p>I. Which of the following is a “medium” in Google Analytics?</p> <p>(select all answers that apply)</p> <ul style="list-style-type: none"> a) Organic b) CPC c) Referral d) mail.google.com <p>II. Which of the following is a “source” in Google Analytics?</p> <p>(select all answers that apply)</p> <ul style="list-style-type: none"> a) googlemerchandisestore.com b) (direct) c) Google d) Email 	CO1
Q3	<p>I. To track website behavior data with Google Analytics, which steps will you need to complete?</p> <p>(select all answers that apply)</p> <ul style="list-style-type: none"> a) Install Google Analytics software on your desktop b) Create an Analytics account c) Add the Analytics tracking code to each page of your site d) Download the Analytics app <p>II. Google Analytics can collect behavioral data from which systems?</p> <p>(select all answers that apply)</p> <ul style="list-style-type: none"> a) E-commerce platforms b) Mobile Applications c) Online point-of-sales systems d) Systems not connected to the Internet 	CO1
Q4	Underneath Behavior reports describe the “Technology” and “Mobile” reports.	CO1
Q5	Differentiate between “organic,” and “cpc,” medium used in acquisition report.	CO1
Q6.	<p>Describe the following terms:</p> <ul style="list-style-type: none"> A). Tracking Code B). Google analytics 	CO1

SECTION B

1. Each question will carry 10 marks

2. Instruction: Write short / brief notes

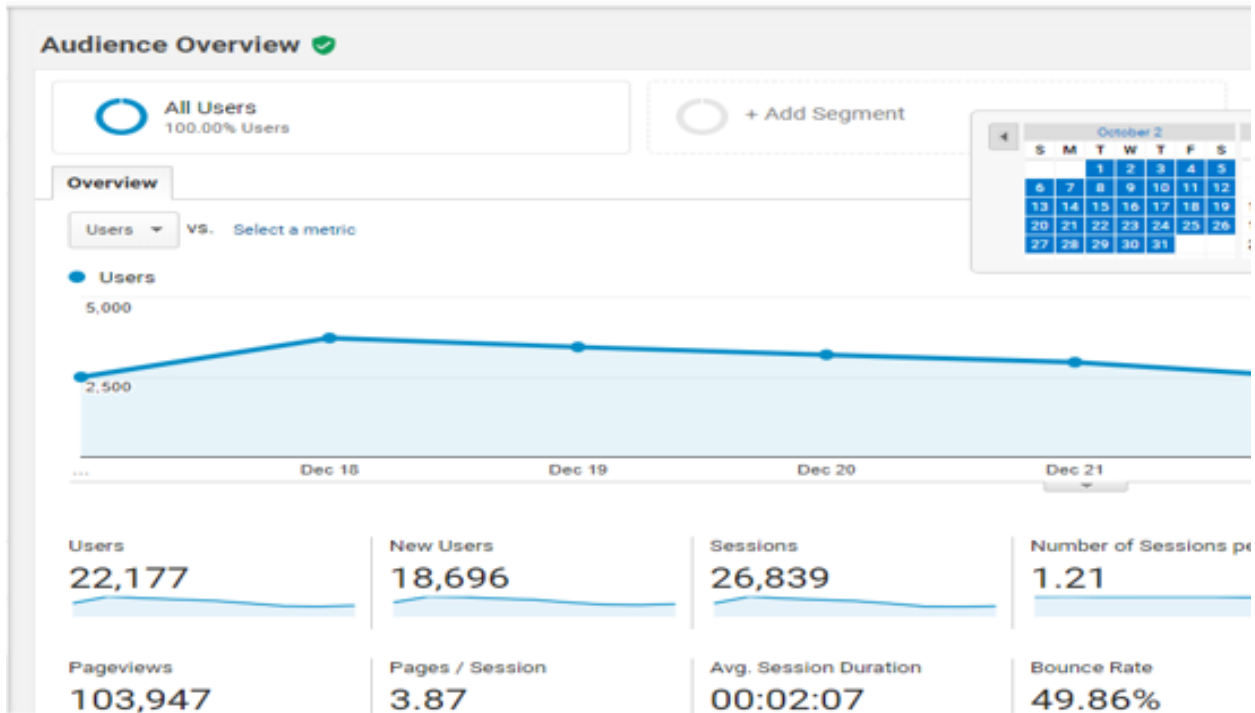
Q7.	Describe the advantages and disadvantages of online-business.	CO2
Q8.	Describe the business plan for e-commerce in respect of various component like Business name, website, Logo, competitor and social media.	CO2
Q9.	Describe what should be the characteristics of good website for online business.	CO2
Q10.	Describe the investment required for the web domain, hosting, technical support and product related costs for e-commerce business.	CO2
Q11.	Describe how the legal aspect of running an e-commerce website helps to define business and relationship with the customers for the e-commerce.	CO2

Section C

1. Each Question carries 20 (5X4) Marks.

2. Instruction: Write long answer.

Q12. Write the interpretation of following terms of audience report as per the report shown below:
 i)Date range
 ii) Users and new users
 iii)Sessions
 iv)Page views
 v)Bounce rate



CO3

