



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course	MBA	E-Commerce
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Write detailed note on Mobile apps.
- B.** Give some tips to build a perfect online store.
- C.** Explain the features of E-Commerce technology in detail.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** Define e-business.
- B.** Define profiling.
- C.** Explain TDI.
- D.** Explain Cyber Monday.
- E.** Customization



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INTERNAL ASSIGNMENT - 2

Course	MBA	E-Commerce
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Explain advantages and disadvantages of E-Business.
- B.** What are the functions of E-Commerce?
- C.** Write detailed note on Electronic Funds Transfer.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** What is Tourism?
- B.** E-customs
- C.** Define direct marketing.
- D.** Internet marketing
- E.** Explain electronic fund transfer.