
 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. Explain the evolution of internet in detail.
- C. What are the tools of E-Business?

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

- A. Define commerce.
- B. Explain TDI.
- C. Define Personalizing.
- D. Universal Standards
- E. What is learning perspective?

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		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-Commerce.
- B. Give some tips to build a perfect online store.
- C. Explain the foundation and evolution of E-commerce.

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

- A. What is service perspective?
- B. What is Tourism?
- C. Explain virtual storefronts.
- D. Define communication.
- E. Define direct marketing.