

Second Semester FYUGP Degree Examination April 2025**KU2MDCBBA100 - E-COMMERCE**

2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A**Answer any 6 questions. Each carry 2 marks.**

1. Explain the evolution of e-commerce from the 1990s to the present.
2. What is meant by Drop shipping?
3. Write a note on Subscription model.
4. What are the benefits of using social media marketing for e-commerce businesses?
5. How does email marketing help in customer engagement and retention?
6. Write note Voice Commerce.
7. What do you mean by Customer Lifetime Value?
8. Explain the role of AI and machine learning in enhancing customer experiences in e-commerce.

Section B**Answer any 4 questions. Each carry 6 marks.**

9. Explain the role of social media in e-commerce marketing.
10. Discuss the importance of supply chain management in e-commerce.
11. What are the different types of email marketing campaigns used in e-commerce, and how do they help in increasing sales?
12. Explain the role AI and Machine Learning in E Commerce.
13. List and describe at least four sales-related KPIs used in e-commerce businesses.
14. What are the technical challenges associated with integrating VR in e-commerce?

Section C**Answer any 1 questions. Each carry 14 marks.**

15. Explain the role of Analytics in E Commerce and Explain the various Strategies.
16. Discuss the impact of blockchain on supply chain management.