

Reg No:.....

K25FY2220

Name :.....

**Second Semester FYUGP Management Studies Examination**  
**APRIL 2025 (2024 Admission onwards)**  
**KU2MDCBBA100 (E-COMMERCE)**  
(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

**Part A (Answer any 6 questions. Each carries 2 marks)**

1. Explain the evolution of e-commerce from the 1990s to the present. 2
2. Explain the role of Search Engine Optimization (SEO) in e-commerce success. 2
3. Discuss how customer insights derived from analytics can enhance decision-making. 2
4. Explain Reverse Logistics. 2
5. How can Marketing Performance Matrix can be calculated in E Commerce. 2
6. Explain Chatbots and Visual Assistants in E Commerce. 2
7. How does Internet of Things work in E Commerce. 2
8. Explain visual and voice search in E Commerce. 2

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. Explain the different e-commerce business models with suitable examples. 6
10. What are the different types of email marketing campaigns used in e-commerce, and how do they help in increasing sales? 6
11. What do you mean by E Commerce Logistics? Explain the key Components of E Commerce Logistics. 6
12. Explain the trends and Innovations in E Commerce Logistics. 6
13. Explain how AR and VR can impact customer engagement and conversion rates. 6
14. Explain the benefits and challenges in E Commerce. 6

**Part C (Answer any 1 question(s). Each carries 14 marks)**

15. Explain the Various types of E Commerce with examples. 14
16. A new E-commerce brand wants to increase its online visibility. Suggest a step-by-step SEO strategy to improve search rankings and website traffic. 14