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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION
Information Technology for Business II
(CBCS Scheme Regular)



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

All Answer should be written in English only.

SECTION - A

Answer any Five of the following. Each question carries Two Marks. (5×2=10)

1. a) What do you mean by Data Visualization?
- b) Give the meaning of Customer Retention.
- c) Define Digital Accumulating Balance Payment.
- d) What is Online Social Network?
- e) Mention any two features of Debit Card.
- f) What is Sales Revenue model?
- g) Give the meaning of Permission Marketing.

SECTION - B

Answer any Three of the following. Each question carries Five marks. (3×5=15)

2. Write the features of Google sheets.
3. Distinguish between E-Commerce and M-Commerce.
4. Explain the objectives of Internet in a B2B Environment.
5. What are the strategies of Personalization and One to One Marketing?

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SECTION - C

Answer any Three of the following questions . Each question carries 15 marks.

(3×15=45)

6. Briefly explain the Advantages and Disadvantages of CRM.
 7. Explain in details different types of B2C payment system.
 8. Discuss the benefits of E-Commerce to consumer and E-Commerce to Society.
 9. Explain the types and Limitation of E-Banking.
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