Computer Networks (Topics covered)

Chapter 5

Short Notes/ Short questions:

1. Web market strategies.

2. 2(two) types of market strategy

3. Market segments in different tv shows.

4. Acquisition cost.

5. Retention cost.

6. Conversion.

7. Banner exchange network.

8. Pop-up ads.

9. Pop-behind ads.

10. Interstitial ads.

11. 3 (three) elements of branding.

Broad Questions:

1. What is web management? Describe the 4 (four) P’s of marketing.

2. Describe the ways of communication with different market segments.

3. Describe customer behavior and relationship intensity.

4. Describe customer relationship intensity and life-cycle segmentation.

5. Describe funnel model.

6. What are the ways of advertising on the web? Describe with email marketing as well.

7. Describe the dimension of both technologies enabled CRM and traditional CRM.

8. What are the ways of creating and maintaining brands on the web?

Chapter 6

Short Notes/ Short questions:

1. Business process offshoring.

2. Contact purchasing, replenishment purchasing.

3. Spot purchasing.

4. 2 (two) types of material tracking technology.

5. Industry marketplace.

6. Public marketplace.

7. Independent industry marketplace.  
8. Private stores.

9. Customer portal.

10. Industry-consortia sponsored marketplace.

11. Direct VAN.

12. Indirect VAN.

Broad Questions:

1. Describe all 3 (three) business support activities.

2. Describe 2 (two) types of VAN and the advantages of using VAN.

3. Define SCM using internet technology. Also discuss the advantages of internet enables SCM.

4. Describe all types of electronic marketplace portals.

Chapter 7

Short Notes/ Short questions:

1. What is virtual community?

2. Mention the mobile operating systems that support mobile commerce.

3. What is private valuation?

4. What is shill bidders?

5. Specialty consumer auction.

Broad Questions:

1. Mention social networking e-commerce sites with examples.

2. Describe revenue model for social networking sites.

3. Describe all types of traditional auctions.

4. Describe all types of online auctions with the disadvantages and advantages of using B2B reverse auction for suppliers.

Chapter 8

Short Notes/ Short questions:

1. Define offer.

2. Define acceptance.

3. Define consideration.

4. What is defamation?

5. Give example of valid contracts.

Broad Questions:

1. Describe the legal environment of e-commerce.

2. Describe jurisdiction on the web.

3. Describe the types of contracts and offers on the web.

4. Describe the protection of intellectual property in online business.

5. Describe the taxation in E-commerce with example.