



ALLAMA IQBAL OPEN UNIVERSITY
Semester Terminal Exam Autumn 2020

Program /level:	BS /Graduation	Maximum Marks	100
Title /Course Code	E-Commerce (8554)	Pass marks	50

Instructions for Exams:

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	During a lock down under a pandemic situation, which business model could it be helpful for grocery consumers? Give detailed interpretation. a. B2B b. B2C c. C2B d. C2C	33
2	Discuss the most effective ways of regulating e-commerce. How Covid-19 impacted E-Commerce market?	33
3	Highlight the significant developments in the area of e-commerce? What internet marketing instruments do you think are the most effective?	34