



- Notes :
1. All questions are compulsory and carry equal marks.
  2. Draw neat and labelled diagrams wherever necessary.
  3. Avoid vague answers and write answers relevant and specific to questions only.

**Either:**

1. a) Write detail note on EDI model. 8  
b) What you mean by VAS? Explain in detail. 8

**OR**

- c) Explain online payment in detail. 8  
d) Write detail note on UPI in detail. 8

**Either:**

2. a) Write a detail note on Intranet. 8  
b) Explain component of intranet in detail. 8

**OR**

- c) Write a Procedure to Develop Electronic Websites. 8  
d) Explain Information Technology Structure in detail. 8

**Either:**

3. a) Explain Application of EDI in detail. 8  
b) Discuss Traditional Payment in detail. 8

**OR**

- c) Write a note on. 8  
i) Credit Card ii) Debit Card.  
d) Explain Electronic Cash in detail. 8

**Either:**

4. a) Write a detail note Personalisation detail. 8  
b) Discuss Internet Marketing Techniques. 8

**OR**

- c) Discuss Pros and Cons of Online Shopping. 8  
d) Explain E - Governance of India in detail. 8

5. Attempt **all** the questions.
- a) Write a note on OTP. 4  
b) Explain B2B Application in short. 4  
c) Write short note on Smart Cards. 4  
d) Discuss in short about E - Cycle of Internet Marketing. 4

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