

2005-PUNJAB TECHNICAL UNIVERSITY
B. TECH DEGREE EXAMINATION
E-SERVICE
(INFORMATION TECHNOLOGY)

TIME-3HOUR
MARKS-100

ANSWER ALL QUESTIONS.

PART-A [1082=20 MARKS]

1.
 - (a) What are the different types of E-cable?
 - (b) What is smart card used for?
 - (c) What is significance of mutual bonds?
 - (d) What is banking and financial payments?
 - (e) How do consumer needs implicate electronic payment systems?
 - (f) List advantages of E-marketing.
 - (g) What are the objectives of online advertisement?
 - (h) What to you understand by accounting cycles?
 - (i) What is market segmentation?
 - (j) How are online stock maintained?

PART-B [5*16=80 MARKS]

2.
 - (a) Which are the various branches of accounting?
 - (b) What are the roles of an accountant in an organization?
3.
 - (a). What are the different types of E-currency?
 - (b) What are the factors which influence buying process of a consumer?
4.
 - (a) What are the various E-marketing strategies?
 - (b) How are financial statements of an organization prepared?
5.
 - (a) What are the legal issues involved in E-transactions?
 - (b) Give any one case study where legal issues had been involved in E-transaction
6.
 - (a) Explain ETHBSAI model for E-business .

(b) What is Robertson model meant for? Explain.

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