

**ASSESSMENT # 1**

**Total Marks: 30**

**Answer the following questions:**

**Q:1:** Short Questions: (20)

- I. What is E-commerce? Give examples.
- II. Outline some benefits of online shopping?
- III. Describe the difference between B2B and B2C services?
- IV. What is the difference between social E-commerce and mobile E-commerce?
- V. How are E-commerce businesses different from the traditional businesses?

**Q:2:** Discuss in details the elements of E-commerce business plan. (10)