



Assignment 3

Total Marks: 20

Q.1. Short Questions: (15)

- i. What are the basic elements of an online business?
- ii. What is the importance of a website for an online business?
- iii. Discuss the steps involved in setting up a website.
- iv. What is e-commerce? Explain various payment options available for e-commerce site.
- v. What are the different online shopping places?

Q.2. How can you use the followings for promoting your online business? (5)

- i. Face book
- ii. Twitter
- iii. Pinterest
- iv. youtube