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VI Semester B.B.A. Degree Examination, September/October - 2022**BUSINESS ADMINISTRATION****Information Technology for Business II****(CBCS Scheme Regular)****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:****All Answer should be written in English only.****SECTION - A****Answer any Five of the following. Each question carries Two Marks. (5×2=10)**

1. a) What do you mean by Data Visualization?
- b) Give the meaning of Customer Retention.
- c) Define Digital Accumulating Balance Payment.
- d) What is Online Social Network?
- e) Mention any two features of Debit Card.
- f) What is Sales Revenue model?
- g) Give the meaning of Permission Marketing.

SECTION - B**Answer any Three of the following. Each question carries Five marks. (3×5=15)**

2. Write the features of Google sheets.
3. Distinguish between E-Commerce and M-Commerce.
4. Explain the objectives of Internet in a B2B Environment.
5. What are the strategies of Personalization and One to One Marketing?

[P.T.O.]

**SECTION - C**

Answer any Three of the following questions . Each question carries 15 marks.

(3×15=45)

6. Briefly explain the Advantages and Disadvantages of CRM.
 7. Explain in details different types of B2C payment system.
 8. Discuss the benefits of E-Commerce to consumer and E-Commerce to Society.
 9. Explain the types and Limitation of E-Banking.
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