

BBA-17
December - Examination 2015
BBA - IIIrd Year Examination
E-Commerce
Paper - BBA-17

Time : 3 Hours]

[Max. Marks :- 70

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

7 x 2 = 14

(Very Short Answer Type Questions)

Note: Answer all 7 questions. As per the nature of the questions you delimit your answer in one sentence up to 30 words. Each question carries 2 marks.

- 1) (i) Explain the meaning of 'E-Commerce'.
- (ii) What is electronic fund transfer?
- (iii) What is business to business e-commerce (B2B)?
- (iv) Define E-security.
- (v) What is E-CRM?
- (vi) What do you understand by e-Government?
- (vii) What do you mean by digital signature?

Section - B

4 x 7 = 28

(Short Answer Type Questions)

Note: Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Differentiate between 'E-Commerce and E-Business'.
- 3) Explain the steps that include in e-marketing planning.
- 4) How the advertising is done on the internet? Explain.
- 5) What are the advantage of B2C e-commerce to individual?
- 6) What challenges internet service provider faces?
- 7) Explain the difference between the traditional payment system and electronic payment system.
- 8) Discuss objectives of e-Governance.
- 9) Explain the need and advantages of digital signature.

Section - C

2 x 14 = 28

(Long Answer Type Questions)

Note: Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks.

- 10) Elaborate the e-commerce importance. And also discuss the major disadvantages of e-commerce.
- 11) What is e-marketing? Explain the steps of on-line marketing process.
- 12) Explain the main components of E-Customer Relation Management (E-CRM). And also explain key features of E-CRM.
- 13) What are the different legal aspects of IT security? How do these influence business in the present scenario?