

BBA-17
June - Examination 2016
BBA Pt. III Examination
E-Commerce
Paper - BBA-17

Time : 3 Hours]

[Max. Marks :- 80

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

Section - A

8 × 2 = 16

(Very Short Answer Questions)

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

- 1) (i) Why e-commerce is needed?
- (ii) What is Electronic Data Interchange?
- (iii) What is e-marketing?
- (iv) What is B2C e-commerce?
- (v) What is meant by supply chain management?
- (vi) What is meant by e-Government?
- (vii) What is customer relationship management?
- (viii) What is e-security?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain the advantages of E-commerce.
- 3) Explain different functions of Object Request Broker (ORB).
- 4) Write advantages of online advertising.
- 5) What are the components of Electronic Data Interchange?
- 6) Explain the need of e-security.
- 7) differentiate between CRM nad E-CRM.
- 8) Explain the various obstacles of e-Governance.
- 9) Differentiate between supply chain management and logistics management.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) What are the advantages and limitations of e-marketing? Explain.
- 11) Write the meaning of e-payment system. Explain the components of electronic payment system.
- 12) What is e-Governance? Explain the needs and benefits of e-Governance.
- 13) Write a note on supply chain management implementation.