# BBA-17

## June - Examination 2026

## Bachelor of Business Administration (IIIrd Year) Examination

## E-Commerce

## Paper : BBA-17

[*Time: **3** Hours*] [*Maximum Marks: **70***]

**Note :-** The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

**Section-A** **7×2=14**

**(Very Short Answer Type Questions)**

**Note :-** Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) Define E-Commerce.

   (ii) What is an ORB?

   (iii) What is the full form of EDA?

   (iv) Define Supply Chain Management Implementation.

   (v) What is E-CRM?

   (vi) Define Digital Signature.

   (vii) Give examples of Transformation.

**Section-B** **4×7=28**

**(Short Answer Type Questions)**

**Note :-** Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **7** marks.

2. Explain the concept of E-Commerce and discuss its need and importance in modern business operations.

3. Differentiate between E-Commerce and E-Business and explain their respective roles in business development.

4. Describe the major components of Electronic Data Interchange (EDI) and explain their significance in business communication.

5. Explain the process of Business-to-Consumer (B2C) E-Commerce transactions and discuss the advantages of Business-to-Business (B2B) E-Commerce for organizations.

6. Explain the TCP/IP Model and discuss the important considerations for effective web design in B2C e-commerce applications.

7. Differentiate between Supply Chain Management and Logistics Management and explain their functions in business operations.

8. Explain the major components of Electronic Customer Relationship Management (E-CRM) and their role in improving customer services.

9. Discuss the various legal aspects related to IT security and explain their importance in protecting digital transactions.

## Section-C 2×14=28

## (Long Answer Type Questions)

**Note :-** Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **14** marks.

10. Explain the concept of Media Convergence and analyze its relationship with e-commerce, highlighting whether convergence supports e-commerce or e-commerce enables media convergence.

11. Explain the concepts of Consumer Search and Resource Discovery in the digital environment and discuss their importance in online business.

12. Discuss the advantages and limitations of Electronic Payment Systems and explain their role in digital transactions.

13. Explain the concept of E-Governance and discuss its need, benefits and contribution towards efficient public service delivery.

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