

BBA-17

December - 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) Define E-Commerce.
- (ii) What do you meant by client server architecture?
- (iii) "Electronic Data Interchange is an electronic way of transferring business documents." Comment.
- (iv) What do you meant by electronic markets?
- (v) What is B 2 B E-Commerce?
- (vi) Name important types of internet protocol.

- (vii) Name important skills required for website designing work.
- (viii) Why E-commerce payment system is becoming popular now a days?

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) What is the difference between E-Commerce and E-Business?
- 3) Why do some people say B 2 B has greater potential than B 2 C?
- 4) What are the different strategies used for developing E-commerce websites?
- 5) Explain in brief about the different online security issues for E-Commerce.
- 6) What do you meant by E-Commerce opportunities?
- 7) How virtual communities are useful for E-Commerce?
- 8) Describe the infrastructure required for E-Commerce.
- 9) How CRM is taken care off with E-commerce?

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 goals achieved in the implementation of Electronic Market places and portals?
- 11) What are different methods by which security for server computers are provided?
- 12) What is electronic data interchange? Comment on how supply chain management is used with E-Commerce.
- 13) Write short notes on:
 - (i) Electronic Wallets
 - (ii) Web service utility programs
