BBA-17

December - Examination 2017

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 $8 \times 2 = 16$

(Very Short Answer Questions)

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

1) (i)   What is E-Commerce?

   (ii) Point out four benefits of E-Commerce.

   (iii) Describe server.

   (iv) How Electronic Data Interchange facilitate 'Paperless' exchange?

   (v)   Why we see 'IP' used in words like IP address?

   (vi) Give two examples of electronic payment.

   (vii) What is E-Governance?

(viii) Point out any two issues specific to customer relationship management through E-Commerce.

Section - B $4 \times 8 = 32$
(Short Answer Questions)

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

2) What is the likely impact of electronic commerce on economic structures like industry, consumers and society?

3) What are the basic building blocks of electronic data interchange system?

4) Describe the classes of IP addresses and reasons for dividing it in classes.

5) What factors should be taken care while designing website?

6) How disintermediation and intermediation take place through B 2 C E-Commerce?

7) What do you meant by Goodle Wallet and mobile money wallets. How payments are made through them?

8) Write a note on E-Commerce and customer relationship management.

9) Discuss the features of electronic market.

Section - C $2 \times 16 = 32$

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10) Discuss in detail major business to consumer (B to C) Business Models.

11) What are the layers of Transmission Control Protocol and Internet Protocol? Also explain the difference between Transmission Control Protocol and Open System Interconnection Model.

12) What are supply chain activities. Discuss principles of supply chain management.

13) What are the legal aspects of e-commerce in India? How these issues can be resolved?

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