

**BBA-17**

December - Examination 2018

**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 question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Point out any four limitations of conventional commerce.
- (ii) What is smart credit card?
- (iii) What do you meant by client application?
- (iv) Define Electronic Data Interchange.
- (v) What is B to C E-Commerce?
- (vi) What do you meant by web cost?

- (vii) Discuss the concept of automated clearing house.
- (viii) How E-commerce help companies to keep their supply chain management smart?

**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 essential requirements of E-Commerce.
- 3) Discuss in brief advantages of E-Commerce.
- 4) What are the disadvantages of paper-based Business Data Transfer Systems.
- 5) Discuss benefits of Business to customer (B to C) E-Commerce.
- 6) Suggest a suitable strategy for creation of an effective Business to Business E-Commerce.
- 7) What is Internet Protocol used for?
- 8) Explain the concept of E-Wallet. Discuss the procedure of using of an E-Wallet.
- 9) What law states in the world of E-commerce?

**Section - C****2 × 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 common application of Business to consumer E-Commerce in retail, services, and financial services.
  - 11) Discuss various methods of online marketing.
  - 12) Discuss India's initiative towards e-governance.
  - 13) Discuss objectives and salient provisions of Information Technology Act, 2000 with reference to India.
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