

**BBA-17**  
**December – Examination 2020**  
**BBA (Part III) Examination**  
**E-Commerce**  
**Paper : BBA-17**

*Time : 2 Hours ]*

*[ Maximum Marks : 70*

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*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**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 upto **30** words. Each question carries 2 marks.

1. Explain the following terms :
  - (i) E-environment
  - (ii) Business to Consumer

- (iii) M-Commerce
- (iv) e-Security
- (v) Client Server Architecture
- (vi) B2B Hub
- (vii) Wide Area Networks

**Section-B** **4×14=56**

**(Short Answer Type Questions)**

**Note** :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. Why e-Commerce is needed ? Explain its need based analysis.
3. How e-environment can help to business organizations for a tremendous growth in their regular business performances ? Explain.
4. Explain the characteristics of Client Server Architecture.
5. Define e-marketing and explain e-marketing planning in detail.

6. What are the advantages of B2C e-commerce to individual ? Explain.
7. Explain TCP/IP Model. Give basic problems of communication between computers in any parts of world.
8. Write a note on advantages and disadvantages of Electronic Payment System.
9. Explain the needs and benefits of e-governance in the Rajasthan State.