

BBA-17
December – Examination 2021
B.B.A. (Part III) Examination
e-Commerce
Paper : BBA-17

Time : 1½ Hours]

[Maximum Marks : 70

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

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 3½ marks.

1. (i) Write any *two* types of client-server architecture.
- (ii) Write *two* benefits of EFT ?
- (iii) How B2B e-Commerce works ?
- (iv) Describe OSI Model.
- (v) Write any *two* types of risk involved in e-Payments.
- (vi) What is 'Value Chain' ?
- (vii) Write any *two* benefits of e-Governance ?
- (viii) What is an ORB ?

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. How e-Environment can help to business organizations for a tremendous growth in their regular business performances ?
3. What are salient features or supportive factors of e-Commerce ?

4. Define e-Marketing. How the advertising is done on the internet ? Explain.
5. What are the components of EDI ? Explain.
6. What are the advantages of B2C e-commerce to individual ?
7. Define Customer Relationship Management. State the similarities and differences between CRM and E-CRM.
8. Explain some key points to web design for B2C.
9. What are the components of electronic payment system ? Explain the difference between the tradition payment system and electronic payment system.