

# **BBA-17**

**December – Examination 2022**

## **B.B.A. (Part III) Examination**

**E-Commerce**

**Paper : BBA-17**

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

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*Note* :- The question paper is divided into three Sections A, B and C. 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 up to **30** words. Each question carries 2 marks.

1. (i) Explain e-Commerce as a Layman.
- (ii) What is e-Governance ?

- (iii) What is B2C ?
- (iv) What is CRM ?
- (v) What do you mean by Wide Area Networks ?
- (vi) Write any *two* types of risk involved in e-Payments.
- (vii) What is EFT ?

**Section-B** **4×7=28**

**(Short Answer Type Questions)**

*Note* :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 7 marks.

2. Make differentiation between Traditional and Electronic Commerce.
3. Explain the characteristics of the Client/Server Systems.
4. What is an ORB ? Explain different functions of ORB.
5. Explain the components of an e-Marketing Plan.
6. What are the components of EDI ? Explain.
7. Explain the difference between Supply Chain Management and Logistics Management.

8. What are the advantages of B2C e-Commerce to individual ?
9. What is Protocol ? Explain OSI Model and its benefits.

**Section-C** **2×14=28**

**(Long Answer Type Questions)**

*Note* :- Answer any *two* questions. You have to delimit your each answer maximum up to **500** words. Each question carries 14 marks.

10. Explain some key points to Web Design for B2C. Why website play a key role in B2C's success ? Explain.
11. What are the components of Electronic Payment System ? Explain the difference between the Tradition Payment System and Electronic Payment System.
12. What are components of e-Commerce ? Write all the compulsory components for its existence.
13. What do you mean by Electronic Data Interchange ? Briefly explain various Electronic Data Interchange Services.