

11. How Govt. can help to e-business organizations for a tremendous growth in their regular business performances ? Explain.
12. What is EDI ? What are the components of EDI ? Explain.
13. Which is supply chain ? Differentiate between supply chain management and logistics management.

## **BBA-17**

**December – Examination 2023**  
**B.B.A. (Part III) Examination**  
**E-Commerce**  
**Paper : BBA-17**

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

*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) Write *two* benefits of e-commerce.  
(ii) How B2C e-commerce works ?

- (iii) Describe *two* characteristics of OSI model.
- (iv) Write any *two* types of online frauds.
- (v) What is 'Value Chain' ?
- (vi) What is E-governance ?
- (vii) Describe ORB.

**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. Explain some key points to web design for B2B business model.
- 3. Define customer relationship management. Explain its process.
- 4. Define e-marketing. How the advertising is done on the internet ? Explain.

- 5. Write different models of e-commerce. Which is most important one ? Give supportive reasons for your answers.
- 6. What are the advantages of B2C e-commerce to individual ? Explain.
- 7. What do you mean by client-server architecture ? Explain client and server concept.
- 8. Explain TCP/IP model. Also list various communication protocols.
- 9. What is E-commerce ? What are salient features or supportive factors of e-commerce ?

**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. What are the components of electronic payment system ? Explain its benefits and drawbacks.