

BBA-17

December - Examination 2025
Bachelor of Business Administration (III Year) 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) Explain any two limitations of E-Commerce.
- (ii) What is EDI?
- (iii) What is web marketing?
- (iv) What is Logistics Management?
- (v) What do you mean by Cyber security?
- (vi) Why CRM is important?
- (vii) What is e-Governance?

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. Describe the Online Marketing Process in Detail.
3. What is EFT? Elucidate with an example.
4. Define e-marketing and explain e-marketing planning in detail.
5. What do you mean by E-Commerce? Explain its advantages and disadvantages.
6. Explain the Need of Networking Infrastructure along with EDI components.
7. What do you mean by Website Design? Explain its role in B2C E-commerce.
8. Write a short note on supply chain management implementation.
9. What do you mean by digital signature? Explain it with the help of suitable example.

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 is E-Commerce? Explain the difference between E-Commerce and E-Business.
11. What do you mean by Server? Explain various types of Servers.
12. Describe E-Commerce Transactions. Explain various Business Model used in B2C.
13. How e-Governance has made Government more responsive and accessible? Explain.
