

270

BBA-17

June – Examination 2020

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

1. Explain the following terms within 30 words each :

- (i) e-Business
- (ii) Transaction Costs

- (iii) e-Marketing
- (iv) Fat Server Model
- (v) Internal Format File
- (vi) Market Research
- (vii) Supply Chain Management

Section-B **4×7=28**

(Short Answer Type Questions)

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

2. What do you mean by Client-Server Architecture ? Explain Client and Server Concept.
3. What is an ORB ? Explain different functions of ORB.
4. What are the various aspects which can influence B2C e-commerce in India ? Explain.
5. What is Risk ? Explain the various types of risk involved in e-payments.
6. What do you mean by supply chain management by taking an example of a leading retail store ?
7. What is e-CRM ? Explain its features and framework.

8. How e-Governance has made government more responsive and accessible ? Explain.
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 each answer maximum upto **500** words. Each question carries 14 marks.

10. What are components of e-commerce ? Write all the compulsory components for its existence.
11. What do you mean by Electronic Data Interchange? Briefly explain various Electronic Data Interchange services.
12. What is Protocol ? Explain OSI Model and its benefits.
13. Explain some key points to web design for B2C. Why website play a key role in B2C's success ? Explain.