

11. What do you mean by supply chain management by taking an example of a leading retail store ?
12. Describe the advantages and disadvantages of Client Server Model.
13. What are the different legal aspects of IT security ? How do these influence business in the present scenario ? Explain.

BBA-17

June – 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) What is Client-Server Architecture ?
- (ii) What is ORB ?

- (iii) Transaction Costs.
- (iv) Describe OSI Model.
- (v) What is EDI ?
- (vi) M-Commerce.
- (vii) What is Value Chain ?

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. Why is e-Commerce needed ? Explain its need based analysis.
3. What do you mean by digital signature ? Explain it with the help of suitable example.
4. How e-Environment can help to business organizations for a tremendous growth in their regular business performances ? Explain.

5. What is e-CRM ? Explain its features and framework.
6. Explain TCP/IP Model. Give basic problems of communication between computers in any parts of world.
7. What are the various aspects which can influence B2C e-Commerce in India ? Explain.
8. Define e-Marketing and explain e-Marketing planning in detail.
9. What is Risk ? Explain the various types of risk involved in e-Payments.

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. How e-Governance has made government more responsive and accessible ? Explain with examples.