11. What is E-Commerce ? Explain the significance of e-commerce and e-business in present web world.

12. What is Online Buying ? What are the components of Online Buying Process ? Explain.

13. Which is supply chain ? Differentiate between supply chain management and logistics management.

# BBA–17

## June – Examination 2024

# 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 Products Catalog.

(ii) Explain the Economic and Competitive Factors.

(iii) What are Clients and Servers ?

(iv) What is Electronic Data Interchange ?

(v) What is e-Marketing ?

(vi) What is OSI Model ?

(vii) Describe Electronic Customer Relationship Management.

### 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 the difference between E-Commerce and E-Business.

3. What is Client Server Architecture ? Explain the characteristics of Client Server Architecture.

4. What are the advantages of B2C E-Commerce to Individual ? Explain.

5. Write the different models of e-Commerce. Which is most important one ? Give supportive reasons for your answers.

6. What is Internet Service Provider ? Explain the various issues for ISP.

7. What do you mean by Electronic Payment ? Explain the methods and types of Electronic Payment.

8. Explain TCP/IP Model. Also list the various communication protocols.

9. What is e-Supply Chain ? Explain the role of e-Business in a Supply Chain.

### 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-Governance ? Explain the objectives of e-Governance.