

BBA-17**BBA Year Examination June, 2015****E-Commerce***Time : Three Hours]**[Max. Marks : 80*

Note: The Question paper is divided into three sections A, B and C. Write Answers as per given instructions.

Section-A

(Very Short Answer Questions)

Note: Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 50 words. Each question carries 2 marks. 8×2=16

1.
 - (i) What is e-commerce?
 - (ii) What is client-server architecture?
 - (iii) What is catalog integration and management?
 - (iv) What is ISP?
 - (v) Define e-security.
 - (vi) Define value chain.
 - (vii) Define customer relationship management.
 - (viii) What do you mean by digital signature?

Section-B

(Short Answer Questions)

Note: Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 8 marks.

4×8=32

2. Describe the anatomy of e-commerce.
3. What is an ORB? Explain different functions of ORB.
4. What is EFT? Explain with example.
5. Discuss the types of e-commerce transaction.
6. Write a note on advantages and disadvantages of electronic payment system.
7. Explain the needs and benefits of e-Governance.
8. Define data communication and explain difference between data encryption and data compression.
9. Explain the issues of e-commerce that has to be dealt with due care by the business practitioners.

Section-C

(Long Answer Questions)

Note: Answer any two questions. You have to delimit your answer maximum upto 800 words. Each question carries 16 marks.

2×16=32

10. What do you understand by consumer search and resource discovery? Explain.
11. Explain role of ISP in internet usages.
12. Explain the concept of supply chain management with the example of Reliance Fresh.
13. What are the different legal aspects of IT security? How do these influence business in the present-scenario?