

**BBA-17**  
June - Examination 2017  
**BBA Pt. III Examination**  
**E-Commerce**  
**Paper - BBA-17**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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

**Section - A**

**8 × 2 = 16**

(Very Short Answer Questions)

**Note:** Answer **all** questions. As per the nature of the question you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) How does E-commerce differs from traditional commerce?
- (ii) What is B to C Electronic Commerce?
- (iii) What do you mean by client?
- (iv) Point out sub-systems of electronic data exchange.
- (v) What is Transmission Control Protocol?
- (vi) Explain in brief 'cyber cash'.

- (vii) Point out two prominent features of supply chain management in E-commerce.
- (viii) Name any two laws regulating E-commerce transactions in India.

**Section - B****4 × 8 = 32**

(Short Answer Questions)

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) List and describe electronic commerce applications.
- 3) How electronic data interchange alters the paper-based ordering process?
- 4) What is Wide Area Network?
- 5) “Web design refers to both the aesthetic portion of the website and its usability”. Comment.
- 6) Discuss the steps used in B 2 C e-commerce.
- 7) Explain Net Banking and Pay Pal E-Payment systems.
- 8) Write a note on legal issues in E-commerce.
- 9) Discuss security issues involved with E-commerce transactions.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

**Note:** Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) “Electronic markets are information systems which are used by multiple separate organizational entities within one or among multiple tiers in economic value chain”. Comment and explain increasing significance of E-Markets.
  - 11) Discuss the relationship between B to B and B to C. Describe consumer shopping procedure on the Internet.
  - 12) Write a detailed note on “evolving the supply chain in the E-commerce Age”.
  - 13) Explain the guiding principles of reforming government through technology. How e-commerce facilitate better governance?
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