BBA-17

June - Examination 2018

BBA Pt. III Examination

E-Commerce

Paper - BBA-17

Time : 3 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 $8 \times 2 = 16$

(Very Short Answer Questions)

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

1) (i) Differentiate between E-Commerce and E-Business.

(ii) How E-Commerce is emerging recently?

(iii) Point out any four benefits of client server system.

(iv) Point out any four special features of Electronic Data Interchange.

(v) What is B to B E-Commerce?

(vi) Hyper Text Mark-up language include which tools?

(vii) What do you mean by cyber cash?

(viii) How E-Commerce help companies to maintain better customer Relationship Management?

Section - B $4 \times 8 = 32$
(Short Answer Questions)

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

2) Discuss various dimensions of E-commerce.

3) Discuss features and uses of Wireless Access Protocol.

4) Write a note on Electronic Data Interchange in India.

5) Discuss the concept of E-market. How E-marketing allow to attract customer rapidly?

6) What is the logic of web designing?

7) What do you mean by E-cash security? How it is ensured?

8) Explain 4 pillars of e-governance.

9) What do you mean by Cyber Law in India.

Section - C $2 \times 16 = 32$

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10) What do you mean by E-procurement? What are E-procurement benefits?

11) Discuss online marketing advantages and disadvantages over offline marketing.

12) What are the benefits of e-governance? Do you feel e-governance is a journey and not a destination.

13) What do you mean by digital signature? How authentication of such signature takes place?

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