

BBA-17
June - Examination 2019
BBA Pt. III Examination
E-Commerce
Paper - BBA-17

Time : 3 Hours]

[Max. 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 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) Explain E-Commerce as a layman.
- (ii) What is Client-Server Architecture?
- (iii) What is ORB?
- (iv) What is E-Marketing?
- (v) What is EDI?
- (vi) What is CRM?
- (vii) What is e-Governance ?

Section - B**4 × 7 = 28**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Explain the characteristics of the Client/Server systems.
- 3) Explain the functions of ORB.
- 4) Explain the components of an e-marketing plan.
- 5) Explain the Advantages of Online Advertising.
- 6) Explain the Benefits of EDI to Business organization.
- 7) What is Business - to - Business, Business - to - Consumer, Consumer - to - Business and Consumer - to - Consumer model?
- 8) Explain the problems With The Traditional Payment Systems.
- 9) Explain the difference between Supply Chain Management and logistics management.

Section - C**2 × 14 = 28**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum up to 500 words. Each question carries 14 marks.

- 10) Explain the various Components of E-Commerce.

- 11) Describe the Advantages and disadvantages of Client Server Model.
 - 12) Explain the Advantages and limitations of e-marketing.
 - 13) Explain the Advantages and Disadvantages of Electronic Payment System.
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