

BBA-17

June – Examination 2022

B.B.A. (Part III) Examination

e-Commerce

Paper : BBA-17

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 3½ marks.

1. (i) What is e-Commerce ?
- (ii) What is Client Server Architecture ?
- (iii) Write any *two* advantages of EDI.
- (iv) What do you mean by Supply Chain Management ?
- (v) What is an Internet Protocol ?
- (vi) Describe OSI Model.
- (vii) What is Electronic Payment System ?
- (viii) What is e-CRM ?

Section-B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. How e-Commerce and e-Business are different ?
Write a specific and short essay.
3. How e-Environment can help to business organizations for a tremendous growth in their regular business performances ? Explain.

4. What is an ORB ? Explain different functions of ORB.
5. Define e-Marketing and discuss the increasing practices of information based marketing.
6. Explain various business model used in B2C e-Commerce.
7. Why website plays a key role in B2C's success ? Explain with examples.
8. How e-Governance has made government more responsive and accessible ? Explain with examples.
9. What are the different legal aspects of IT security ? How do these influence business in the present scenario ? Explain.