

3RD SEMESTER EXAMINATION-2021

CLASS -BBA

BBA-S303 E-COMMERCE

Time: 3 hours

Max. Marks: 70

Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any **FIVE** questions in about 150 words each. (5 X 6 = 30 Marks)
Each question carries six marks.

- 1: Briefly explain the salient features of Ecommerce.
- 2: What is the advantage and disadvantages of e-commerce to buyer?
- 3: Differentiate between 'E-Commerce and E-Business'.
- 4: Explain the need and advantages of digital signature.
- 5: How is the Internet relevant to e-commerce?
- 6: Define Electronic Funds Transfer? Describe features of various type of electronic payment systems required in E-Commerce?
- 7: Discuss the process of setting up website for e-commerce
- 8: What is public key encryption? In what way is it different from private key encryption?
- 9: What is an internet protocol? Explain different kinds of internet protocols.
- 10: What is electronic cheque? Explain its advantages.

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any **FOUR** questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

- 11: Describe the term E-Commerce. What are the various social and economic impacts of ECommerce?
- 12: With the help of any example web site explain the perspectives of the buyers and sellers in a B2B Ecommerce web site.
- 13: Explain the major types of e-commerce model.
- 14: Taking an example describe the life cycle for developing an Electronic-commerce web site.
- 15: Define EDI. What are the advantages and limitations of EDI as a B2Btool?
- 16: What is e-retailing? Explain different types of e-retailing models in detail?
- 17: Explain the different security measures used in E-commerce and discuss the limitations of e-security measures.
- 18: Explain the following in terms of E Business and E Commerce:
a.) Internet Service provider b.) EFT c.) E-broker d.) Social Commerce

Paper Code: BBA-S303