BBA-17

December - 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 given instructions.

Section - A $7 \times 2 = 14$

(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 upto 30 words. Each question carries 2 marks.

1. i.   What is Client-Server Architecture?

    ii. What is EFT?

    iii. What is B2B E-Commerce?

    iv. Describe OSI Model.

    v.   Write any two types of risk involved in e payments.

    vi. What do you mean by 'Value Chain'?

    vii. What is E-Governance?

Section - B $\quad$ 4 × 7 = 28
(Short Answer Questions)

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

2. Make differentiation between traditional and electronic commerce.

3 What are salient features or supportive factors of e-commerce?

4 What is an ORB? Explain different functions of ORB.

5 What are the Components of EDI? Explain

6 What are the advantages of B2C e-commerce to individual?

7 What are the various aspects which can influence B2B e-commerce?

8 Explain some Key points to Web design for B2C.

9 "Digital signature has advantages as well as disadvantages". Explain.

Section - C $\quad$ 2 × 14 = 28
(Long Answer Questions)

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

10. How e-environment can help to business organizations for a tremendous growth in their regular business performances?

11 Define e-marketing. How the advertising is done on the internet? Explain.

12 What are the components of Electronic payment system? Explain the difference between the tradition payment system and electronic payment system.

13 Define Customer Relationship Management. State the similarities and differences between CRM and E-CRM.

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