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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/B.SIM (2014 & Onwards) (Sem.-6)

E-COMMERCE

Subject Code : BBA-603

Paper ID : [72347]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

Q1. Answer briefly :

- a. What do you understand by HTTP?
- b. What is security design?
- c. What is C 2 C?
- d. Define E- Commerce.
- e. Name three categories of E- Commerce.
- f. What do you mean by public relations?
- g. Digital Cash.
- h. Private key.
- i. SSL.
- j. Online Credit Cards.

SECTION-B

UNIT-I

- Q2. What is E-commerce and explain the role of e-commerce?
- Q3. Differentiate between E-commerce and E-business.

UNIT-II

- Q4. Write short notes on the following :
- a. Online banking
 - b. Internet service providers
 - c. Digital cash
 - d. Home banking
- Q5. What is E-business explain the structure and organization of E-business?

UNIT-III

- Q6. What are various marketing strategies in internet marketing?
- Q7. Write a detailed note on manufacturing information systems.

UNIT-IV

- Q8. What do you mean by security? Explain its scope and views about security system.
- Q9. Write short notes on the following :
- a. Encryption
 - b. Firewalls
 - c. Digital certificates
 - d. Public Key Infrastructure (PKI)