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Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 6)

E- commerce

Subject Code: BBA-603

M Code: 72347

Date of Examination : 04-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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**. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write a short note on the following concepts:

- a) E-Commerce is part of E-Business
- b) Environmental components of E-Business
- c) Internet access provider
- d) Electronic funds transfer
- e) Online Credit Card
- f) Role of Intranet
- g) Manufacturing information system
- h) Internet marketing
- i) Digital signature
- j) Virtual private network

SECTION-B

UNIT-I

2. What are the environmental opportunities and challenges of E-Business in India?
3. Explain the concept of E-Business model. What are the various types of E-Business Models?

UNIT-II

4. What are the differences between Internet and online services? Explain the various application and services offered by the internet.
5. Describe the various types of home banking implementation approaches.

UNIT-III

6. How online sales force and online customer support are an integral part of customer relationship management?
7. Discuss in detail the activities involved in Supply chain Integration and coordination.

UNIT-IV

8. What do you understand by Encryption? How public key cryptography is different from private key cryptography?
9. What are the several threats prevailing in E-Commerce? Also, explain the possible solutions to these threats.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.