

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

E-COMMERCE

Subject Code : BBA-603

M.Code : 72347

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-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

1. Answer briefly :
 - a. Digital banking
 - b. Electronic Check
 - c. Digital Economy
 - d. Internet service provider
 - e. E-payment system
 - f. Firewalls
 - g. Manufacturing Information System
 - h. EDI
 - i. Marketing strategy
 - j. SSL

SECTION-B

UNIT-I

2. Highlight the opportunities of E-commerce in India. Highlight the Economics and Social impact of E-business.
3. How would you define E-business? What are the environmental factors affecting the E-commerce?

UNIT-II

4. Describe the industry framework and types of E-business. Explain internet vs. Online services in detail.
5. What are the Home banking implementation approaches? Explain them in detail. Discuss the management issues in online banking.

UNIT-III

6. What are the roles of online sales forces for CRM? Discuss the challenges for CRM in E-commerce.
7. What is supply chain management? Discuss the importance and objectives of supply chain management.

UNIT- IV

8. Critical comment on the statement “*the customers are not safe in E-commerce*”.
9. Highlight the reasons why customers avoid buying online. What are the security issues in e-business?

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