Total No. of Questions: 09

BBA (2013 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:

- 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. What are the challenges in e-commerce?
- b. Differentiate between traditional business and E-business.
- c. Write a short note on open vs. closed models.
- d. What are the advantages of electronic cheque?
- e. What type of electronic payment systems are required in E-Commerce?
- f. Discuss manufacturing information systems.
- g. Define customer relationship management.
- h. What are digital certificates?
- i. Write a short note on VPNs.
- j. Discuss IDS.

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SECTION-B

UNIT-I

- 2. Describe the term E-Commerce. What are the various social and economic impacts of E-Commerce?
- 3. Elaborate existing E-Business environment in India.

UNIT-II

- 4. Discuss various management issues in online banking.
- 5. Explain the concept and technology of WWW.

UNIT-III

- 6. Explain the concept of Supply Chain Management in detail. Why it is important to any industry or any organization? Illustrate by citing suitable examples.
- 7. Describe various tools used for internet marketing.

UNIT-IV

- 8. Why is security important in E-Business? What are the security issues to be taken into account while designing a security system for E-Business?
- 9. What is public key encryption? In what way is it different from private key encryption? Why is it important in E-Commerce?

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.

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