

Roll No.

57555

BBA 6th Semester (N. S.) 2014-17

Examination – April, 2019

E-COMMERCE

Paper : BBAN-605

Time : Three Hours]

[Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All question of Section 'A' are *compulsory*. Attempt any *four* questions from Section 'B' selecting *one* question from each Unit.

SECTION – A

1. Write short notes on each of the following :

(a) Advantages of credit card

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- (b) Encryption
- (c) Digital signature
- (d) Brick and click businesses
- (e) Network Security

SECTION – B

UNIT – I

2. What do you mean by e-commerce ? What is its nature ? What are the advantages associated with transacting online ?
3. What are the different categories of e-commerce ? What all factors need to be kept in mind while planning to begin an online business ?

UNIT – II

4. Plastic money has gained huge significance in the recent times. Elucidate. Also point out different challenges posed by it.

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5. Explain the difference between debit and credit card. What are the different laws with regard to online transactions ?

UNIT – III

6. What do you mean by CAD and CAM ? How have they affected the growth of manufacturing businesses ?
7. Write a note on application of e-commerce in services sector. Also give supporting examples.

UNIT – IV

8. What are Virtual Organizations ? Explain the working, advantages and disadvantages of virtual organizations.
9. What factors need to be kept in mind while designing an e-commerce model for a middle level organization ?

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