

57555

**BBA 6th Semester (N. S.) 2014-17
Examination – May, 2024**

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 : Attempt *five* questions in all, selecting *one* question from each Unit. Question No. 1 is *compulsory*. All questions carry equal marks.

1. Answer the following questions briefly : $5 \times 2 = 10$

- (a) What is data encryption ?
- (b) What are the advantages of E-commerce to wholesalers ?
- (c) What is the difference between a debit card and a credit card ?

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(d) What is a click and mortar company ?

(e) Define the term digital signature.

UNIT – I

- 2. What do you mean by E-commerce ? Discuss the advantages and disadvantages of traditional commerce over E-commerce. 10
- 3. What is online business ? Discuss in detail the procedure of assessing requirements for online business. 10

UNIT – II

- 4. Discuss in detail the various advantages and disadvantages of various forms of e-payments. 10
- 5. Define the term Internet. Describe the various tools for increasing the visitors on a website. 10

UNIT – III

- 6. How have the service providing firms like banks benefitted from E-commerce ? 10
- 7. What are the applications of E-commerce in manufacturing sector ? 10

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UNIT - IV

8. Explain the following : 10
(a) Security in E-commerce
(b) Data Encryption
9. What is a Virtual organization ? Discuss its working, advantages and fitfalls. 10
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