

Roll No. ....

**57555**

**BBA 6<sup>th</sup> Semester (N.S.) 2014-17  
Examination – November, 2018**

**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 questions of Section 'A' are *compulsory*. Attempt any *four* questions from Section 'B' selecting at least *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Explain the following in brief :

- (i) Nature and dynamics of internet.
- (ii) What is integrating e-business applications ?
- (iii) Advantages of e-commerce to wholesalers.
- (iv) Data encryption secret key.
- (v) System flow chart.

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**SECTION – B**

**UNIT – I**

2. Define E-Commerce and explain different levels of E-Commerce and their advantages.
3. What is online business ? Discuss the procedure of assessing requirement for an online business.

**UNIT – II**

4. Explain the Process of Electronic Payment System.
5. Explain the mechanism to address the challenges related to online trust, security and individual privacy.

**UNIT – III**

6. Describe the various challenges of e-commerce applications in manufacturing sector.
7. How the services of retail sector can be improved with the help of E-commerce ?

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**UNIT – IV**

8. Explain the functionality and pitfalls of virtual organizations.
9. Why security in E-commerce is required ? Explain the process and importance of digital signatures.

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