

9762

**B.B.A. LL.B. (Hons.) 5 Year Course 4th Semester**

**wef May 2018 Examination, April-2018**

**E-COMMERCE**

**Paper-402- A**

***Time allowed : 3 hours]***

***[Maximum marks : 80***

***Note : The question in Section-A is compulsory. Attempt  
4 questions selecting one question from each unit  
in Section-B. All questions carry equal marks.***

**Section-A**

**1. Explain the following :**

- (a) Internet
- (b) Network infrastructure for e-commerce
- (c) Electronic data interchange
- (d) Intra-organizational commerce
- (e) Online research
- (f) Internet retailing
- (g) Technology-enabled customer relationship management
- (h) Search engine.

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**[P.T.O.]**

**Section-B*****Unit-I***

2. What is e-commerce ? How the concept of e-commerce was evolved ? How e-commerce can enhance productivity of business organizations through its applications ?
3. Discuss the generic framework of e-commerce with the help of a diagram depicting the integration of its various components.

***Unit-II***

4. What is e-payment ? Describe various electronic payment instruments. Why is orientation and standardization required for e-payment businesses ?
5. What do you understand by Value Added Network? What types of service are provided by these networks to the business organizations ? Also describe the pricing structures used by these networks for their services.

***Unit-III***

6. What do you mean by e-procurement ? Discuss major benefits and risks associated with e-procurement.

7. State the concept and utility of mobile commerce. Also present the architectural framework of mobile commerce.

*Unit-IV*

8. What are the main security threats to client-server networks? Suggest ways to reduce these threats.
9. What do you understand by digital copyright? Discuss the terms and conditions that prohibit on-line searchers from sharing the data without prior permission.