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Seat No: _____

B.B.A. Semester - 2 (CBCS) Examination

March/April- 2018

E-COMMERCE

(ALLIED)

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Distinguish between traditional commerce and E-Commerce. (14)

OR

Que-1 Write short notes.

A. Limitations of E-Commerce (07)

B. Concept and history of E-Commerce (07)

Que-2 What is Electronic Data Interchange (EDI)? Also discuss the features and benefits (14)

OR

Que-2 What is E-Commerce? Discuss various types of E-Commerce

Que-3 A. What are Digital Wallets (E-wallet)? Explain how to operate a digital wallet along with its types. (07)

B. EFT is a boon for any economy. Discuss. (07)

OR

Que-3 Write short notes.

A. Credit card fraud. (07)

B. Importance of E-Cheque. (07)

Que-4 A. What is Networking? Discuss its features. (07)

B. What is E-Marketing? Discuss various methods of E-Marketing. (07)

OR

Que-4 Write short notes. (14)

1. LAN 2. MAN 3. VPN 4. INTERNET

Que-5 What is M-Commerce? Discuss its growth, advantages and limitations. (14)

OR

Que-5 Write short notes:

A. E-Enterprise. (07)

B. Ethical issues in E-Commerce (07)
