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Roll No.

BBA-503

B. B. A. (FIFTH SEMESTER)

MID SEMESTER EXAMINATION, 2022

E-COMMERCE

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) What is e-commerce ? Discuss its types.

(CO1)

OR

(b) Discuss the importance of supply chain in e-Commerce.

(CO1)

2. (a) Illustrate the environmental forces affecting e-Commerce.

(CO2)

OR

(b) Illustrate the e-Commerce providers and vendors.

(CO2)

P. T. O.

(2)

3. (a) Explain the use of social media 'for promotion. (CO3)

OR

- (b) Explain how the e-Commerce is useful for service industry ? (CO3)

4. (a) Distinguish e-Commerce and e-Business with examples. (CO4)

OR

- (b) Relate the Supply chain management and e-Commerce. (CO4)

5. (a) Write the steps in building an e-Business application. (CO5)

OR

- (b) Write the environmental factors that affect the planning and practices. (CO5)