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(b) Why do we need encryption and how does it work ? (To understand the cyber issues, laws, crime and security.)

(c) What do you understand by e-Commerce Security ? (To understand the cyber issues, laws, crime and security.)

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Roll No.

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B. B. A. (FIFTH SEMESTER)

END SEMESTER

EXAMINATION, 2021-22

E-COMMERCE

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any two sub-questions among

(a), (b) and (c) in each main question.

(iii) Total marks in each main question are twenty.

(iv) Each question carries 10 marks.

1. (a) Explain the concept of e-Commerce. Give examples to support your answer. (To understand the concepts of e-Commerce, Intranet, Extranet and Internet.)

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- (b) What is the difference between e-Commerce and e-Business ? (To understand the concepts of e-Commerce, Intranet, Extranet and Internet.)
- (c) What are the advantages and disadvantages of e-Commerce ? (To understand the concepts of e-Commerce, Intranet, Extranet and Internet.)
2. (a) Explain the role of advertising in e-Commerce. (To apply the markets and models of e-Commerce.)
- (b) How can you promote a product or service over social media ? (To apply the markets and models of e-Commerce.)
- (c) What are the strategies for increasing your online sales ? (To apply the markets and models of e-Commerce.)
3. (a) What is Internet Banking ? Give examples to support your answer. (To understand the significance of internet banking.)

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- (b) Explain the advantages of internet banking. (To understand the significance of internet banking.)
- (c) What is the difference between debit card and credit card ? (To understand the significance of internet banking.)
4. (a) Explain the concept of electronic data interchange. (To understand the concept of electronic data information, business process re-engineering.)
- (b) Comment on Mobile Electronic Commerce. (To understand the concept of electronic data information, business process re-engineering.)
- (c) What are the benefits of electronic data interchange ? (To understand the concept of electronic data information, business process re-engineering.)
5. (a) What are the objectives of Information and Technology Act, 2000 (India) ? (To understand the cyber issues, laws, crime and security.)