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Roll No.

BBA-503

**B. B. A. (FIFTH SEMESTER)
END SEMESTER
EXAMINATION, Jan., 2023**

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 sub-question carries 10 marks.

1. (a) What are Intranet, Extranet and Internet ?
(CO1)

(b) Discuss E-Business vs. E-Commerce.
(CO1)

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(2)

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- (c) What are current major E-Commerce challenges and limitations in India. (CO1)
- 2. (a) Classify and explain different types of e-Business models. (CO2)
- (b) Explain use of social media in e-Commerce promotion. (CO2)
- (c) Summarize various advertising methods in e-Commerce. (CO2)
- 3. (a) What is Internet banking ? Compare its pro and cons. (CO3)
- (b) Differentiate between debit and credit card system. (CO3)
- (c) Give details of different security issues on electronic payment system application. (CO3)
- 4. (a) Illustrate Electronic Data Interchange (EDI) and EDI standards. (CO4)
- (b) Analyze Business Processes Reengineering. (CO4)
- (c) Write a note about mobile electronic commerce. (CO4)

(3)

- 5. (a) Demonstrate different public policy issues in e-Commerce. (CO5)
- (b) Illustrate Information Technology Act, 2000 and its importance. (CO5)
- (c) Demonstrate public key and private key infrastructure. (CO5)

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