

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 14

Sub. Code : 

0	8	8	4
---	---	---	---

Exam. Code : 

0	0	2	4
---	---	---	---

**Bachelor of Business Administration 4<sup>th</sup> Semester**

**(2053)**

**FUNDAMENTALS OF E-COMMERCE**

**Paper : BBA-226**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt any **four** questions from Section–A, each question carries **5** marks. Attempt **two** questions each from Section–B and Section–C respectively, each question carries **15** marks.

**SECTION—A**

- I. What are unique advantages of Web-based Commerce ?
- II. Explain business tools of E-Commerce.
- III. What is E-Shopping Cart ?
- IV. What is the application of E-Commerce in Financial Services and Banking ?
- V. What is difference between E-cash, E-cheque and E-wallet ?
- VI. Explain SPOOFING and SNIFFING.

**SECTION—B**

- VII. "E-Commerce is the new way to do business". Justify the statement.
- VIII. What is E-Business ? How is it different from E-Commerce ? Discuss the importance of E-Business with the help of examples.

- IX. Define E-Business model. Discuss various models of B2B E-Commerce with suitable examples.
- X. Highlight the major provisions of IT Act, 2000 with respect to E-Governance and E-Commerce in India.

### **SECTION—C**

- XI. What is the impact of E-Commerce on Entertainment and Publishing Industry ?
- XII. What is a Virtual Company ? Discuss its features and benefits. How it differs from Traditional Company ?
- XIII. What is a payment card in Electronic Payment System (EPS) ? What are various types of cards used in EPS ?
- XIV. Discuss what we should keep in mind while doing online shopping so that we do not fall victim to the E-Commerce Security Threats.