

(i) Printed Pages: 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester
(2042)

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 the requirements of web based e-commerce ?
- II. Differentiate C2C and C2B e-commerce.
- III. What is e-shopping cart ?
- IV. How is entertainment industry impacted by e-commerce ?
- V. Write short note on e-wallet.
- VI. Define Cryptography.

SECTION—B

- VII. Define e-commerce. What are the unique features of e-commerce ? Discuss in detail.
- VIII. What factors are contributing to the growth of e-commerce in India ? Discuss in the present context.
- IX. Define e-business model. Discuss various models of B2C e-commerce with suitable examples.

X. Explain different regulatory aspects in e-commerce.

SECTION—C

XI. Discuss the application of e-commerce in Education industry.

XII. What is electronic data interchange (EDI) ? Discuss the importance of EDI in managing the business.

XIII. What do you mean by digital signature ? Discuss the process and significance of digital signature in Cyber World.

XIV. Discuss various types of electronic payment systems.