



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : II Year III SEM – BBA
Subject Name : E-Commerce
Subject Code : BBX03106

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

- | | | Marks |
|------------|--|--------------|
| Q.1 | (a) What are the threats posed by servers in client-server environment? | (1.5) |
| | (b) Once a company acquires a customer, revenue maximizes by retaining the customer. How does e-commerce helps in customer retention? | (1.5) |

OR

- | | | |
|------------|---|--------------|
| Q.2 | (a) What all is required to convert “Browsers to buyers”? | (1.5) |
| | (b) What are the various security issues in E-Commerce with related to the architecture? | (1.5) |
| Q.3 | (a) What are technical shortcomings of internet architecture with respect to e-commerce? | (1.5) |
| | (b) How does e-commerce helps in creating global awareness? | (1.5) |

OR

- | | | |
|------------|--|--------------|
| Q.4 | (a) “E-commerce has a wide role in Supply chain Management.” Please elaborate | (1.5) |
| | (b) What are the effective ways of regulating e-commerce? | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

- | | | |
|------------|--|--------------|
| Q.5 | (a) What are the various technical issues in the implementation of EDI? | (1.5) |
| | (b) Describe any three sectors where EDI has an important role. | (1.5) |

OR

- | | | |
|------------|--|--------------|
| Q.6 | (a) Describe EDI with respect to travel and tourism industry. | (1.5) |
| | (b) What is the need of EDI for end users? | (1.5) |
| Q.7 | (a) What are the applications of EDI? | (1.5) |
| | (b) Describe EDI architecture. | (1.5) |

OR

- | | | |
|------------|--|--------------|
| Q.8 | (a) “Outsourcing is one the major management decisions to be taken.” With respect to this, explain can EDI be outsourced? | (1.5) |
| | (b) Describe the applications of EDI in military. | (1.5) |
