

Enrolment No.....



Faculty of Management Studies
End Sem Examination Dec-2023

MS3SE04 E-Commerce

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. _____ is a function of E commerce. 1
 (a) Marketing (b) Supply chain
 (c) Finance (d) All of these
- ii. _____ refers to e-commerce transactions delivered via social media. 1
 (a) Social network (b) Social commerce
 (c) Social business (d) Both (b) and (c)
- iii. What is an 'intranet'? 1
 (a) Internal internet is used to transfer information internally
 (b) Internal internet is used to transfer information to the outside company.
 (c) Internal network designed to serve the internal formational needs of a single organization.
 (d) Internal network designed to transfer information between two organizations
- iv. A program that is used to view websites is called a- 1
 (a) Web browser (b) Web viewer
 (c) Spreadsheet (d) Word processor
- v. What is e-payment? 1
 (a) Payment of online services
 (b) Payment of online software
 (c) Electronic payment for buying and selling through internet
 (d) All of these
- vi. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored? 1
 (a) Aadhar cards (b) Voter cards
 (c) FEDI cards (d) Smart cards

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- vii. EDI is the electronic interchange of business information using _____.
 (a) Internet (b) Middle man
 (c) Standardized Format (d) Secured Server **1**
- viii. EDI requires- **1**
 (a) Representation of common business documents in computer readable forms
 (b) Data entry operators by receivers
 (c) Special value-added networks
 (d) Special hardware at co-operating business premises
- ix. Companies like Flipkart, Shopclues and Myntra belongs to the _____ Ecommerce (EC) segment. **1**
 (a) B2B (b) P2P (c) B2C (d) C2B
- x. Which one is an example of an Internet portal? **1**
 (a) E-bay (b) Yahoo (c) Amazon (d) Facebook
- Q.2 i. What is E-commerce? Give one example. **2**
 ii. Write any three scopes of E-commerce **3**
 iii. Explain: **5**
 (a) Business to Consumer (b) Business to Business
- OR iv. Write any five advantages and disadvantages of E-Commerce. **5**
- Q.3 i. Write any two advantages of internet. **2**
 ii. Write short notes on: **8**
 (a) Push and pull technology (b) Web promotion
- OR iii. What is intranet? What are the various components of intranet? **8**
- Q.4 i. What is electronic payment system? Give one example. **3**
 ii. Explain value exchange system. Describe any five features of payment system in E-commerce. **7**
- OR iii. Write short notes on: **7**
 (a) Electronic wallet (b) Smart cards
 (c) Credit cards
- Q.5 i. What is EDI? Write any two limitations of EDI. **4**
 ii. Describe EDI model in detail. **6**
- OR iii. Write three applications of EDI. What are the security issues in EDI? **6**

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- Q.6 Attempt any two: **5**
- i. Write short notes on: **5**
 (a) Online shopping services
 (b) Online travel & tourism services
- ii. Describe five popular E-Commerce websites. **5**
- iii. What is E-Governance? Explain any four applications of E-commerce. **5**
