



Enrollment No.....

Faculty of Management Studies
End Sem (Even) Examination May-2022
MS3SE04 E-Commerce
 Programme: BBA / Branch/Specialisation: Management
 BBA (DM)

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.

- Q.1 i. Ecommerce comprises of which of the following activities- **1**
 (a) Online buying & selling (b) Online catalogue
 (c) Online payment (d) All of these
- ii. Which of the following is not a component of E-commerce? **1**
 (a) Website (b) Payment gateway
 (c) Order tracking (d) Cost-Benefit Analysis
- iii. A is used to refer a website. **1**
 (a) Web host (b) TCP/IP protocol
 (c) Domain name (d) Extension
- iv. Which of the following is one of the C's from website designing principles? **1**
 (a) Clarity (b) Communication
 (c) Convenience (d) None of these
- v. Which of the following is not an advantage of electronic payment system? **1**
 (a) Reducing paperwork (b) Saving on transaction
 (c) Saving personnel cost (d) None of these
- vi. is payment scheme that operates like a carrier of e-cash & other information. **1**
 (a) E-wallet (b) E-Fund (c) E-Money (d) All of these
- vii.replaces the faxing & mailing of paper documents used in routine business. **1**
 (a) EDI (b) EFT (c) EPS (d) All of these
- viii. Which of the following is not a type of EFT? **1**
 (a) ATM (b) NEFT (c) RTGS (d) Cheque

- ix. Utility Payment portals are the example of which of the following? **1**
 (a) E-Citizen (b) E-Governance
 (c) E-Utility (d) None of these
- x. Which of the following is world's largest company in terms of revenue? **1**
 (a) Flipkart (b) Amazon (c) Alibaba (d) Snapdeal

- Q.2 i. Define E-commerce. **2**
 ii. Explain the types of E commerce in detail. **8**
- OR iii. What are the different applications of E-commerce in various sectors? **8**
- Q.3 i. Write benefits of website with example. **2**
 ii. Define Internet and explain its advantages and disadvantages. **8**
- OR iii. List out the steps of registering the domain name also explain website designing principles. **8**
- Q.4 i. Define Electronic payment system. **2**
 ii. Explain any two types of electronic payment system with example. **8**
- OR iii. Elaborate the features of fund transfer through smart cards & credit cards with the help of suitable example. **8**
- Q.5 i. Define EDI. **2**
 ii. Write and explain advantages and disadvantages of EDI. **8**
- OR iii. Write basic security dimensions in e-commerce by explaining Security issues in E-commerce. **8**
- Q.6 Attempt any two:
 i. Define the term E-Governance. Explain India's initiative towards E-governance with example. **5**
 ii. Discuss the basic concepts of online shopping in context of E-commerce. **5**
 iii. What is the role of E-Education in a student's life? Explain. **5**

P.T.O.

Marking Scheme
MS3SE04 E-Commerce

Q.1	i.	Ecommerce comprises of which of the following activities- (d) All of these	1
	ii.	Which of the following is not a component of E-commerce? (d) Cost-Benefit Analysis	1
	iii.	A is used to refer a website. (c) Domain name	1
	iv.	Which of the following is one of the C's from website designing principles? (b) Communication	1
	v.	Which of the following is not an advantage of electronic payment system? (b) Saving on transaction	1
	vi. is payment scheme that operates like a carrier of e-cash & other information. (a) E-wallet	1
	vii.replaces the faxing & mailing of paper documents used in routine business. (a) EDI	1
	viii.	Which of the following is not a type of EFT? (d) Cheque	1
	ix.	Utility Payment portals are the example of which of the following? (b) E-Governance	1
	x.	Which of the following is world's largest company in terms of revenue? (b) Amazon	1
Q.2	i.	Definition of E-commerce.	2
	ii.	Four types of E commerce 2 marks for each (2 marks *4)	8
OR	iii.	Any four applications of E-commerce in various sectors 2 marks for each (2 marks * 4)	8
Q.3	i.	Benefits of website with example 0.5 mark for each (0.5 mark *4)	2
	ii.	Definition of Internet Its advantages 2 marks 3 marks	8

OR	iii.	Disadvantages	3 marks	8
		Steps of registering the domain name	3 marks	
		Website designing principles	5 marks	
Q.4	i.	Definition of Electronic payment system.		2
	ii.	Any two types of electronic payment system with example 4 marks for each type (4 marks * 2)		8
OR	iii.	Features of fund transfer through smart cards	4 marks	8
		Credit cards	4 marks	
Q.5	i.	Definition of EDI.		2
	ii.	Advantages of EDI.	4 marks	8
		Disadvantages of EDI	4 marks	
OR	iii.	Any four basic security dimensions 2 marks for each (2 marks * 4)		8
Q.6	Attempt any two:			
	i.	Definition of E-Governance	2 marks	5
		India's initiative towards E-governance	2 marks	
		Example	1 mark	
	ii.	Basic concepts of online shopping		5
		1 mark for each concept (1 mark * 5)		
	iii.	Role of E-Education in a student's life 1 mark for each role (1 mark * 5)		5
