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Roll No.

F155

B.B.A. EXAMINATION, May 2019

(Sixth Semester)

(Main & Re-appear)

(BBA)

BBA310

ECOMMERCE

Time : 3 Hours]

[Maximum Marks : 50

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. What is electronic commerce and how does it differ from traditional commerce ? **10**
2. How do you assess requirements for an online business ? **10**

Unit II

3. Describe the various technological requirements for online business. **10**
4. Explain the important laws relating to online transactions. **10**

Unit III

5. Discuss the role of electronic commerce in promoting disintermediation. **10**
6. How has the electronic commerce influenced the service sector ? Explain. **10**

Unit IV

7. What are the essential technologies for ensuring security in an electronic commerce environment ? **10**
8. How would you design an e-Commerce model for a middle level organization ? Illustrate. **10**