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Roll No.

F-155

B.B.A. EXAMINATION, May 2018

(Sixth Semester)

(Main & Re-appear)

BBA310

E-COMMERCE

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. Define e-Commerce. Describe the different categories of e-Commerce. **10**
2. How would you design, develop and deploy an online business system ? Explain with an example of your choice. **10**

Unit II

3. Describe the important technological issues involved in online business. **10**
4. Write an essay on plastic money. **10**

Unit III

5. How does online purchasing work ? What are the prospects for the Indian companies ? **10**
6. Discuss the e-Commerce applications in service sector. **10**

Unit IV

7. How would you design an e-Commerce model for a middle level organization ? Give suitable illustration. **10**
8. Give the practical tips to secure e-Commerce. Explain each one of them. **10**