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Roll No.

F-155

B.B.A. EXAMINATION, May 2017

(Sixth Semester)

(Main & Re-appear)

BBA

BBA-310

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 Section. All questions carry equal marks.

Unit I

1. Define e-commerce. Also discuss different categories of e-commerce. **10**
2. How to design develop and assess the requirements for online business. **10**

Unit II

3. Describe the information technology infrastructure role for e-business. **10**
4. Write short notes on the following :
 - (a) Payment Gateways **5**
 - (b) Plastic Money **5**

Unit III

5. How is the e-commerce implemented in service sector ? **10**
6. Elaborate e-commerce applications in retail sector with examples. **10**

Unit IV

7. Explain advantages and pitfalls of virtual organizations. **10**
8. Write short notes on the following :
 - (a) Data encryption secret keys **5**
 - (b) Security in E-commerce. **5**