

Roll No. ....

Total Pages : 3

**14620**

**BBA/D-15**

**FUNDAMENTALS OF E-COMMERCE**

**PAPER: BBA-304**

Time: Three Hours

[Maximum Marks:

Regular: 80

Reappear: 90

**Note:** Attempt five questions in all. Question no.1 is compulsory. All questions carry equal marks.

**1. Compulsory Question**

Explain the following terms in short:

- (a) E-Business.
  - (b) EFT
  - (c) ISP
  - (d) TCP/IP
  - (e) Cryptography
  - (f) Electronic agreements.
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- 2. What is E-commerce? Explain the benefit of E-Commerce. What are the different factors behind the slow growth of E-commerce in India?
  - 3. What do you mean by Digital signature? How digital signature works? Explain.
  - 4. What is meant by OSI Reference Model? Explain various layers of OSI reference model with the help of a neat diagram.
  - 5. (a) Define EDI. Explain the benefits and limitations of EDI. How EDI is different from internet.  
(b) What is Firewall? Explain the working of firewall.
  - 6. (a) What do you mean by intelligent agent? Describe the role of intelligent agents in E-Commerce.  
(b) Illustrate the privacy issues related to E-Commerce.

7. (a) Define web based marketing. Explain different steps of web based marketing with the help of suitable examples.  
(b) Discuss the Risk management paradigm in order to control Risk management involved in E-commerce.
8. Write short notes on the following
  - (a) Financial EDI
  - (b) Role of Internet in E- Commerce.