

BBA/D-18

FUNDAMENTALS OF E-COMMERCE

BBA-304

1. Compulsory Question

Explain the following:

- (a) Application of E-Commerce.
- (b) Electronic payment system and Traditional payment system.
- (c) Components of E-Commerce.
- (d) Data Security.
- (e) C2C E-Commerce.
- (f) Electronic data interchange.

2. Define E-commerce. Discuss various types of E-Commerce systems.

3. Discuss the following:

- (a) Domain name disputes.
- (b) Benefits of Internet firewall.

4. Define Digital signature. Discuss the mechanism of Digital signature technology.

5. Define EDI and its components. Also discuss application of EDI in various sectors.

6. Discuss the role of Internet in promoting E-Commerce. Also discuss various types of controls in risk management.

7. Write notes on the following:

(a) web based marketing.

(b) Internet Protocol.

(c) Cryptography.

(d) Intelligent agents.

8. Write a detailed note on Internet firewall.