

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 Batch) (Sem.-6)

E-COMMERCE

Subject Code : BBA-603

Paper ID : [72347]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

I. Write short notes on :

- a. Environment of E-Business
- b. Social impact of E-Commerce
- c. Internet Services
- d. Electronic Payment Technology
- e. E-Commerce threats
- f. Online Services
- g. Management issues in online banking
- h. Online Sales Force
- i. Affiliate Marketing
- j. Digital Cash

SECTION-B

UNIT -I

2. Differentiate between E-Commerce & E-Business.
3. What are the environmental challenges for E-Commerce in India?

UNIT-II

4. Differentiate Internet, Intranet and Extranet.
5. Explain the use of Payment Gateways for consumers in India.

UNIT-III

6. What is the importance of Supply Chain Integration and Coordination?
7. List down different methods of Internet Marketing.

UNIT-IV

8. *“Doing money transactions through technology is always risky.”* Support your opinion.
9. Discuss HTTP and FTP briefly.