

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. **SECTION-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

1. Write briefly :

- a. E commerce
- b. Internet
- c. EDI
- d. Digital cash
- e. Supply chain management
- f. Intranet
- g. Digital signature
- h. Public key
- i. HTTP
- j. Firewall

SECTION-B

UNIT-I

2. Describe the term E-Business in detail. What are the various opportunities in E-Business?
3. What are the several factors that led to the emergence of e-commerce in the market?

UNIT-II

4. Write notes on :
 - a. Internet Service Provider (4)
 - b. Internet Access Provider (3)
 - c. EFT (3)
5. Discuss in detail the various issues in online banking from the management perspective. (10)

UNIT-III

6. Explain in detail how online sales force and online customer service and support are integral part of Customer relationship Management.
7. Write a detailed note on working of Manufacturing Information System.

UNIT-IV

8. Write in detail the various security issues in e-business. Explain by citing examples. (10)
9. Write notes on :
 - a. Encryption (5)
 - b. VPN (5)