

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches)
Bachelor in service Industry Management (SIM)(2014 & Onwards)
(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

1. Write briefly :

- a. **World Wide Web**
- b. **Different ways to connect to internet**
- c. **Internet vs Intranet**
- d. **What is Gopher?**
- e. **E-Commerce threats**
- f. **Agile manufacturing**
- g. **Digital Signatures**
- h. **Firewalls**
- i. **E-Business**
- j. **E-CRM**

SECTION-B

UNIT -I

2. List down economic & social impact of E- Business.
3. What is E-commerce and Give some applications of E-commerce?

UNIT-II

4. What do you mean by online payment?
5. List down the salient features of ATM.

UNIT-III

6. List down four technology based marketing strategies adopted by companies with examples.
7. Explain Intranet based manufacturing logistics.

UNIT-IV

8. Explain the different types of digital documents.
9. How risk is handled in e-Payment system?