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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

M Code: 72347

Subject Code: BBA-603

Paper ID: [72347]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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. Answer briefly:

- a) E-Business
- b) WWW
- c) EFT
- d) ISP
- e) CRM
- f) Encryption
- g) Digital certificates
- h) Private key
- i) SSL
- j) VPN's

SECTION B

UNIT I

2. Describe the term E-Commerce. What are the various social and economic impacts of E-Commerce?
3. Describe in detail the various forces that led to the E-Commerce and E-Business models.

UNIT II

4. Write notes on:
 - a) Digital cash (4)
 - b) Electronic check (3)
 - c) Online credit card (3)
5. Write in detail how the traditional banking system has changed to online banking system with the coming of e-commerce into the picture. Also discuss the concept of open and closed models.

UNIT III

6. Explain the concept of Supply Chain Management in detail. Why it is important to any industry or any organization? Illustrate by citing suitable examples.
7. Write a detailed note on intranet based manufacturing logistics management.

UNIT IV

8. What are the various threats that are prevailing in e-commerce industry?
9. Write down in detail the techniques that are used to secure ecommerce networks. Explain by citing examples.