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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/B.SIM (2014 & Onwards) (Sem.–6)

E-COMMERCE

Subject Code : BBA-603

M.Code : 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. Answer briefly :

- a. What are the challenges in e-commerce?
- b. Differentiate between traditional business and E-business.
- c. Write a short note on open vs. closed models.
- d. What are the advantages of electronic cheque?
- e. What type of electronic payment systems are required in E-Commerce?
- f. Discuss manufacturing information systems.
- g. Define customer relationship management.
- h. What are digital certificates?
- i. Write a short note on VPNs.
- j. Discuss IDS.

SECTION-B

UNIT-I

2. Describe the term E-Commerce. What are the various social and economic impacts of E-Commerce?
3. Elaborate existing E-Business environment in India.

UNIT-II

4. Discuss various management issues in online banking.
5. Explain the concept and technology of WWW.

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. Describe various tools used for internet marketing.

UNIT-IV

8. Why is security important in E-Business? What are the security issues to be taken into account while designing a security system for E-Business?
9. What is public key encryption? In what way is it different from private key encryption? Why is it important in E-Commerce?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.