

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 4th Semester

(2053)

FUNDAMENTALS OF E-COMMERCE

Paper : BBA-226

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any four questions from Section–A, each question carries 5 marks. Attempt two questions each from Section–B and Section–C respectively, each question carries 15 marks.

SECTION—A

- I. What are unique advantages of Web-based Commerce ?
- II. Explain business tools of E-Commerce.
- III. What is E-Shopping Cart ?
- IV. What is the application of E-Commerce in Financial Services and Banking ?
- V. What is difference between E-cash, E-cheque and E-wallet ?
- VI. Explain SPOOFING and SNIFFING.

SECTION—B

- VII. "E-Commerce is the new way to do business". Justify the statement.
- VIII. What is E-Business ? How is it different from E-Commerce ? Discuss the importance of E-Business with the help of examples..

- IX. Define E-Business model. Discuss various models of B2B E-Commerce with suitable examples.
- X. Highlight the major provisions of IT Act, 2000 with respect to E-Governance and E-Commerce in India.

SECTION—C

- XI. What is the impact of E-Commerce on Entertainment and Publishing Industry ?
- XII. What is a Virtual Company ? Discuss its features and benefits. How it differs from Traditional Company ?
- XIII. What is a payment card in Electronic Payment System (EPS) ? What are various types of cards used in EPS ?
- XIV. Discuss what we should keep in mind while doing online shopping so that we do not fall victim to the E-Commerce Security Threats.