

(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 4<sup>th</sup> Semester  
(2054)**

**FUNDAMENTALS OF E-COMMERCE**

**Paper : BBA-226**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—**(1) Section A is compulsory. Attempt any **FOUR** questions. Each question carries **5** marks in Section A.

(2) From Section B attempt any **TWO** questions. Each question carries **15** marks.

(3) From Section C attempt any **TWO** questions. Each question carries **15** marks.

**SECTION—A**

**Answer the following questions briefly :**

1. Explain the key drivers of E-Commerce.
2. Differentiate between E-Commerce and Traditional Commerce.
3. Explain the pros and cons of B2C Model.
4. State briefly relevance of E-Commerce in globalization.
5. Write a short note on electronic fund transfer.
6. Explain the threats of cryptography.

## **SECTION—B**

7. What is E-Commerce ? Discuss various features of E-Commerce.
8. What is E-Business ? Discuss the importance of E-Business with examples.
9. Discuss the factors contributing to the growth of E-Commerce in India.
10. Discuss the legal and regulatory environment of E-Commerce in India.

## **SECTION—C**

11. What is the impact of E-Commerce on education and financial services ?
12. Explain the socio-economic impact of E-Commerce.
13. What are the security issues involved in EPS and explain the measures to prevent ?
14. What is the importance of digital signatures ? Discuss the process of creating digital signatures.