



NBL-161100010206 Seat No. _____

B. B. A. (Sem. II) (CBCS) Examination

April/May - 2017

E-Commerce

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions : (1) Figures on the **right** indicates marks.

(2) All questions carry **equal** marks.

1 Discuss concept and evolution of E-Commerce along with its nature. 14

OR

1 Discuss advantages and limitations of E-Commerce. 14

2 Write a note on B2C and B2B model of E-Commerce. 7+7=14

OR

2 Explain the concept of EDI in detail along with its features. 14

3 Write notes : (any two) 7+7=14

(a) Credit Cards

(b) E-Wallets

(c) Electronic Funds Transfer (EFT)

(d) Digital Cash.

OR

3 "Protecting the internet communication is a matter of priority for the organizations who conducts business over internet." Discuss this statement in light of various tools available to protect data and information on internet. 14

4 Explain the concept and meaning of networking. Discuss its important features. 14

OR

4 What is E-Marketing ? Discuss various methods which can be used to promote the product through E-Marketing. 14

5 Write a detailed note on M-Commerce. 14

OR

5 What are E-Enterprises ? Explain its features. Also discuss various reasons for the success of E-Enterprises. 14
