



**MBL-161100010206**

Seat No. \_\_\_\_\_

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

**March / April - 2018**

**E-Commerce**

**(New Course)**

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

[Total Marks : 70

**Instruction :** Figures to the right indicate full marks of the questions.

1 What is E-Commerce? Explain the advantages and disadvantages of E-Commerce. 14

**OR**

1 (a) Distinguish : Traditional Commerce V/s E-Commerce. 7

(b) Explain the E-Commerce Scenario in India. 7

2 Discuss the different types of models in E-Commerce. 14

**OR**

2 (a) Explain the concept of Electronic Data Interchange (EDI) along with its features. 7

(b) Discuss the benefits of Electronic Data Interchange (EDI). 7

3 Discuss the different Security Issues in internet communication. 14

**OR**

3 Short Notes : (any two) 14

(a) Credit Card

(b) Debit Card

(c) E- Wallet

(d) Payment Gateway.

4 (a) Explain in detail the various techniques of E-Marketing. 7

(b) Define the challenges before traditional marketing. 7

**OR**

4 (a) Discuss the characteristics of Networking. 7

(b) Define the classification of Networks. 7

5 What is M-Commerce? Discuss the advantages and limitations of M-Commerce. 14

**OR**

5 (a) Explain the Ethical Issues in E-Commerce. 7

(b) Write a detailed note on management of E-Enterprises. 7

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