



**DAD-19BBA206**

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

**B. B. A. (Sem. II) (CBCS) (W.E.F. 2019)**

**Examination**

**April - 2022**

**E-Commerce**

*(New Course)*

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

[Total Marks : 70

- Instructions :** (1) Figures to the right indicate full marks of the question.  
(2) Attempt any 4 out of the following 8 questions.

- 1 Discuss the concept of Electronic Commerce and state the unique features of E-Commerce. **17.5**
- 2 Explain the term of E-Commerce and also distinguish between Traditional commerce and E-commerce. **17.5**
- 3 Discuss various types of model available under E-Commerce to conduct business smoothly. **17.5**
- 4 Define E-Marketing and also discuss major reasons that hinder the growth of traditional marketing. **17.5**
- 5 Discuss the various tools available to protect data and communication on the internet. **17.5**
- 6 Discuss most damaging forms of security threats to E-commerce websites. **17.5**

- 7 Define the term M-Commerce in a light of its Advantages and Disadvantages. **17.5**
- 8 Explain the concept of E-Business along with its characteristics in detail. **17.5**
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