



Seat No. _____

HU-19BBA206

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

Examination

May - 2023

E-Commerce

(New Course)

Time : **2:30** Hours / Total Marks : **70**

- Instructions :**
- (1) Figures to the right indicate full marks of the question.
 - (2) This question paper consists of four questions and all the questions are compulsory.

- 1 (a) What is E-Commerce? Explain the scope of E-commerce. **10**
- (b) State the evolution and nature of E-commerce. **10**

OR

- 1 Discuss the various advantages and limitations of E-commerce. **20**
- 2 Discuss the concept of E-marketing. Also explain advantages and dis-advantages of E-marketing. **20**

OR

- 2 Discuss the various levels of E-commerce along with its respective benefits. **20**
- 3 Discuss the concept of Credit Cards and Smart Cards. **15**

OR

3 Protecting Internet communication is a matter of priority **15**
- Discuss the statement in light of protecting internet communication.

4 Discuss the concept of M-commerce along with its advantages and disadvantages. **15**

OR

4 What are E-enterprises?, Explain its features, also discuss various reasons for the success of E-enterprise. **15**