

Roll No.

57555

**BBA 6th Semester (New Scheme)
Examination – December, 2022**

E-COMMERCE

Paper : BBAN-605

Time : Three Hours]

[Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Question paper divided into *two* Sections A & B.

Section-A is *compulsory* compose *five* questions each question carry 2 marks. Section-B consist *eight* questions. The students shall be required to attempt *four* questions from Section-B selecting *one* question from each Unit. All questions carry 10 marks.

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P. T. O.

SECTION – A

1. Short answer type question :

- (a) B2A
- (b) IP address
- (c) Firmware
- (d) X Cart
- (e) Symmetric key encryption

SECTION – B

UNIT – I

- 2. Take an example of any *two* e-commerce companies in India providing high end e-commerce solution and describe how they established customer confidence, trust and ensure privacy and security of the e-commerce transaction ?
- 3. You run your small business successfully, now you want to change the mode of business offline to online. What challenges and difficulties are faced by you ?

UNIT – II

- 4. Explain the potential benefit of cloud computing in the e-commerce. What is infrastructure required for it to be adopted on large scale by the users ?

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- 5. What types of electronic payment systems are required in E-Commerce ? Explain the necessary characteristics of each type of payment system and give an example each of where it is used.

UNIT – III

- 6. Why every service provider go for online ? Explain.
- 7. Do you think reliance geo have advantage in retail industry ? Discuss.

UNIT – IV

- 8. What do you mean by virtual organization ? Explain its advantages and pitfalls.
- 9. What is digital signature ? Explain it with diagram and derivations.

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