

57555

BBA 6th Semester (N.S.) 2014-17

Examination, May-2023

E-COMMERCE

Paper-BBAN-605

Time allowed : 3 hours)

(Maximum marks : 50)

Note : Question No. 1 is compulsory. Attempt any five questions at least one from each unit. All questions carry equal marks.

1. (a) Pure Online vs Brick and Click Business. 2
- (b) Tools for Promoting Website 2
- (c) Digital Signatures 2
- (d) Problems faced by Manufacturers 2
- (e) Staff less organisation 2

Unit-I

2. What do you mean by E-commerce ? Explain its types with advantages in detail. 10
3. What are the requirements you think required to plan online Business ? Explain step by step. 10

Unit-II

4. What do you mean by Internet ? How much Internet plays a role in IT infrastructure for Online Business. 10

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5. Explain various types of cards used in electronic payment with its pros and cons. 10

Unit-III

6. Explain the role and importance of E-commerce in Retail sector. How does e-commerce have affected Shopkeeper. 10
7. "Banks also support online business"- Fit this statement for service sector in E-commerce. 10

Unit-IV

8. What do you mean by system flowchart ? What is the Infrastructure and Resources required for system flowchart. 10
9. Why E-commerce System is said to more secure ? Explain security system and use of firewalls in E-commerce. 10