

Code : 302504

B.B.A. 5th Semester Exam., 2018

E-COMMERCE

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct answer (any six) : 2×6=12

(a) By electronic commerce we mean

- (i) commerce of electronic goods
- (ii) commerce which depends on electronics
- (iii) commerce which is based on the use of Internet
- (iv) commerce which is based on transactions using computers connected by telecommunication network

(Turn Over)

(b) B2C commerce

- (i) includes services such as legal advice
- (ii) means only shopping for physical goods
- (iii) means only customers should approach customers to sell
- (iv) means only customers should approach business to buy

(c) EDI require

- (i) representation of common business documents in computer readable forms
- (ii) data entry operators by receivers
- (iii) special value-added networks
- (iv) special hardware at cooperative business premises

(d) EDIFACT is a standard

- (i) for representing business forms used in e-commerce
- (ii) for e-mail transaction in e-commerce
- (iii) for FTP in e-commerce
- (iv) protocol used in e-commerce

- (e) A firewall is a .
- (i) wall built to prevent fires from damaging a corporate intranet
 - (ii) security device deployed at a boundary of a company to prevent unauthorized physical access
 - (iii) security device deployed at the boundary of a corporate intranet to protect it from unauthorized access
 - (iv) device to prevent all accesses from the Internet to the corporate intranet
- (f) A digital signature is a/an
- (i) bit string giving identity of a correspondent
 - (ii) unique identification of a sender
 - (iii) authentication of an electronic record by tying it uniquely to a key only a sender knows
 - (iv) encrypted signature of a sender
- (g) Which of the following are online devices created to bring together commercial buyers and sellers to exchange services, products or information?
- (i) B2B hubs

(Turn Over)

- (ii) Electronic exchanges
 - (iii) Electronic markets
 - (iv) All of the above
- (h) Internet is a/an
- (i) local computer network
 - (ii) World Wide Network of computer
 - (iii) interconnected network computers
 - (iv) World Wide Interconnected Network of computers which use a common protocol to communicate with one another <https://www.akubihar.com>
- (i) By an intranet we mean a
- (i) LAN of an organization
 - (ii) wide area network connecting branches of an organization
 - (iii) corporate computer network
 - (iv) network connecting all computers of an organization and using Internet protocol
- (j) A World Wide Web contains Web pages
- (i) residing in many computers
 - (ii) created using HTML
 - (iii) with links to other Web pages
 - (iv) residing in many computers linked together using HTML

2. Answer any *three* of the following : $4 \times 3 = 12$

- (a) Define Gopher.
- (b) Discuss EDIFACT.
- (c) Define e-procurement.
- (d) Define TELNET service.
- (e) Discuss the importance of supply chain management in e-commerce.

Long answer-type questions (any *three*) : $12 \times 3 = 36$

- 3. What is e-commerce? Discuss B2B2C and C2B2C models giving proper examples.
- 4. Define electronic data interchange. What are the components of electronic data interchange?
- 5. Describe the importance of customer relationship management of e-marketing.
- 6. Discuss the security issues in e-commerce.
- 7. Discuss FTP and HTTP.

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