

Code : 302504

(2)

BBA 5th Semester Exam., 2020

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. Answer any six of the following : 2*6=12

- (a) Define e-markets.
- (b) Define Web browser.
- (c) What is e-procurement?
- (d) What are electronic wallets?
- (e) What is business to business (B2B) e-commerce?
- (f) What do you mean by Telnet?
- (g) What do you mean by B2C e-commerce?
- (h) Explain HTTP.

- (i) Define network protocols
 - (j) What do you mean by e-environment?
2. Answer any three of the following : 4*3=12
- (a) What do you mean by e-commerce opportunities?
 - (b) How are virtual communities useful for e-commerce?
 - (c) Name the important types of Internet protocol.
 - (d) What challenges does the Internet service provider face?
 - (e) Explain the role of Supply Chain Management in e-commerce.
3. "Electronic Data Interchange is an electronic way of transferring business documents." Comment. 12
4. Why do some people say B2B has greater potential than B2C? 12
5. How is CRM taken care of with e-commerce? 12
6. Explain in brief about the different online security issues for e-commerce. 12
7. What are the different strategies used for developing e-commerce Web sites? 12

(Turn Over)