

B.B.A. Semester - 2 (CBCS) Examination
March/April– 2019 (New Course)
E-Commerce(CORE)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Que-1 Define E – Commerce and elaborate on the factors responsible for emergence of E - commerce. (14)

OR

Que-1 'In today's life, E-commerce is like blessings'. Explain in context with advantages of E - commerce. (14)

Que-2 What are different levels of E–Commerce? Discuss in detail with chart. (14)

OR

Que-2 What is EDI? Explain the features of EDI. (14)

Que-3 What kind of threats and crimes takes place on cyber world? What kind of precautions to be taken for safeguard? (14)

OR

Que-3 What do you mean by E-Wallets? Discuss categories. (14)

Que-4 Define Electronic marketing and write a detailed note on advantages of online marketing. (14)

OR

Que-4 What are the techniques of E-Marketing? (14)

Que-5 What are the Ethical issues in E- Commerce? (14)

OR

Que-5 Write Short notes: (Any Two) (14)

(1) M – Commerce

(2) E – Enterprises

(3) Characteristics of E – Business
