

B.B.A. Semester - 2 (CBCS) Examination
June/July-2022 [NEW COURSE]
E-Commerce(CORE)

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

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1 With the invent of E-commerce. The world got converted into a small village. (14)
Explain.

OR

Q.1 Discuss in detail E-commerce scenario in India.

Q.2 B2G model has facilitated the development of nation INDIA. Elaborate the sentence (14)
and give practical examples.

OR

Q.2 What do you mean by EDI? Give examples and write features of EDI.

Q.3 CREDIT CARD – Explain how credit card works along with diagram/chart. (14)

OR

Q.3 All the users of E-commerce must be aware about – various kinds of threats and crimes committed on cyber world, narrate.

Q.4 Define the term E-marketing and discuss the methods/techniques of E-marketing. (14)

OR

Q.4 Advantages of online marketing and limitation of online marketing goes hand to hand. It's up to the user how he/she takes out it. Explain.

Q.5 Define M.commerce. discuss it's advantages and disadvantages. (14)

OR

Q.5 Write short notes. (any two)

(1) E-business.

(2) Ethical issues in E-commerce.

(3) Difference between traditional business and E-business.
