

**647510**

**1101201AE070**

**Seat No : \_\_\_\_\_**

**B.B.A. Semester - 2 (CBCS) Examination  
June/July-2022 [OLD COURSE]  
E-COMMERCE (ALLIED)**

**Time: 2:30 Hours**

**Marks: 70**

**Instructions:**

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

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Q.1 Distinguish between traditional commerce & E-Commerce. (14)

OR

Q.1 Discuss the concept & Functions/scope of E-Commerce.

Q.2 Explain the concept of electronic data interchange (EDI) along with its features. (14)

OR

Q.2 What are the different levels of E-Commerce? Discuss in detail with chart.

Q.3 Discuss in detail the concept of credit card along with its working. (14)

OR

Q.3 (A) E-Wallets/Digital Wallets. (07)

(B) Importance of E-Check. (07)

Q.4 What is E-Marketing? Discuss various methods of E-Marketing in detail. (14)

OR

Q.4 Write notes on:

(A) Intranet. (07)

(B) Extranet. (07)

Q.5 What is M-Commerce? Discuss its origin & growth. (14)

OR

Q.5 Discuss various ethical issues related to E-Commerce.

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