

B.B.A. Semester - 2 (CBCS) Examination
March/April - 2024 (As Per Syllabus Year-2016)
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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Que.1 Distinguish between traditional commerce and e-commerce. (14)

OR

Que.1 Write short note:

- (1) Limitation of e-commerce. (07)
- (2) Concept and history of e-commerce. (07)

Que.2 What is electronic data interchange? Also discuss the features and benefits. (14)

OR

Que.2 What is e-commerce? Discuss various type of e-commerce.

Que.3 (1) What are digital wallets (e-wallet)? Explain how to operate a digital wallet along with its types. (07)

(2) EFT is a boon for any economy. Discuss (07)

OR

Que.3 Write short notes:

- (1) Credit card fraud. (07)
- (2) Importance of e-cheque. (07)

Que.4 (1) What is networking? Discuss its features. (07)

(2) What is e-marketing? Discuss various methods of e-marketing. (07)

OR

Que.4 Write short notes:

- (1) LAN
- (2) WAN
- (3) VPN
- (4) INTERNET

Que.5 What is m-commerce? Discuss its growth, advantages and limitations. (14)

OR

Que.5 Write short notes.

- (1) E-enterprises (07)
- (2) Ethical issues in e-commerce. (07)
