647510 **BBA2eCoC103x** **Seat No :________**

B.B.A. Semester - 2 (*CBCS*) Examination
March/April – 2026 (New Course)
E-Commerce (CORE)

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

Instructions:

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

Que.1 Discuss the growth and development of E-Commerce in India. Explain the key factors contributing to its rapid expansion and the challenges faced by the sector. (14)

OR

Que.1 Differentiate between Traditional Commerce and E-Commerce with reference to the Indian market. Highlight key aspects.

Que.2 Explain the different types of E-Commerce models—B2C, B2B, C2B, C2C with suitable Indian examples. (14)

OR

Que.2 Define Electronic Data Interchange (EDI) and explain its key features.

Que.3 Explain Debit Card and Credit Card & their features, advantages, and impact on the Indian e-commerce sector. (14)

OR

Que.3 Electronic Fund Transfer (EFT) has revolutionized the way financial transactions are conducted in the modern economy. Discuss

Que.4 Define E-Marketing and explain its significance in the digital era. (14)

OR

Que.4 Explain the various techniques of E-Marketing. How do businesses in India use these methods to enhance their online presence and sales?

Que.5 Write Short Notes (Any Two) (14)

(1) Growth and Future of M-Commerce
(2) Cyber security Threats in Online Transactions
(3) Advantages of E-Enterprises with one real life example

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