

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 Batch) (Sem.-6)**

**E-COMMERCE**

**Subject Code : BBA-603**

**Paper ID : [72347]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : **Units-I, II, III & IV.**
3. **Each Sub-section** contains **TWO** questions each, carrying **TEN** marks each.
4. **Student** has to attempt any **ONE** question from each **Sub-section.**

**SECTION-A**

**I. Write short notes on :**

- a. Environment of E-Business
- b. Social impact of E
- c. Internet Services
- d. Electronic Payment Technology
- e. E-Commerce threats
- f. Online Services
- g. Management issues in online banking
- h. Online Sales Force
- i. Affiliate Marketing
- j. Digital Cash

E-Commerce

## **SECTION-B**

### **UNIT -I**

2. Differentiate between E-Commerce & E-Business.
3. What are the environmental challenges for E-Commerce in India?

### **UNIT-II**

4. Differentiate Internet, Intranet and Extranet.
5. Explain the use of Payment Gateways for consumers in India.

### **UNIT-III**

6. What is the importance of Supply Chain Integration and Coordination?
7. List down different methods of Internet Marketing.

### **UNIT-IV**

8. *“Doing money transactions through technology is always risky.”* Support your opinion.
9. Discuss HTTP and FTP briefly.