Roll No. ....

57055

B.B.A. 6th Semester
(N.S.) (Re-appear)

Examination–December, 2015

E-Commerce

Paper-Bba-605

Time : 3 hours   *Max. Marks : 50*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt all **five** parts of the question in section A. Attempt **four** questions selecting **one** question from each unit in section B. All questions carry equal marks.

Section-A

1. Explain the following :

    (a)   Internet

    (b)   Pure online business

(c) Website

(d) Any three e-commerce applications in retail sector

(e) Data encryption

Section-B

Unit-I

2. State the meaning and advantages of e-commerce. Also explain the B2B, B2C and C2C transactions with the help of suitable examples.

3. How do organisations assess the requirement for establishing an online business? Also, mention the key activities involved in designing, developing and deploying the newly formed online business.

Unit-II

4. What type of IT infrastructure is required for online businesses? Explain.

5. What do you understand by electronic payment system? How online users make payment through internet? Also explain in brief the role of payment gateways.

Unit-III

6. How the manufacturing sector is utilising e-commerce applications? Explain.

7. Write in detail about the applications of e-commerce in service industry.

Unit-IV

8. Explain in brief the concept and working of virtual organisations. Also discuss the benefits and pitfalls of being a virtual organisation.

9. What is network security? What are the possible threats to network security? How can these be overcome?

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