

0305-B

B.B.A. IIIrd SEMESTER EXAMINATION, 2019

Paper – VI

E-COMMERCE

Time: Three Hours

Maximum Marks: 80

PART – A (खण्ड – अ)

[Marks: 20]

Answer all questions (50 words each).

All questions carry equal marks.

सभी प्रश्न अनिवार्य हैं। प्रत्येक प्रश्न का उत्तर 50 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART – B (खण्ड – ब)

[Marks: 40]

Answer five questions (250 words each).

Selecting one from each unit. All questions carry equal marks.

प्रत्येक इकाई से एक-एक प्रश्न चुनते हुए, कुल पाँच प्रश्न कीजिए।

प्रत्येक प्रश्न का उत्तर 250 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART – C (खण्ड – स)

[Marks: 20]

Answer any two questions (300 words each).

All questions carry equal marks.

कोई दो प्रश्न कीजिए। प्रत्येक प्रश्न का उत्तर 300 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

PART – A

- Q.1 (i) Define e-commerce.
(ii) What is meant by World Wide Web?
(iii) Define intrusion in context of e-commerce security.
(iv) What is cyber vandalism?
(v) Define e-governance.
(vi) What is a digital signature certificate?
(vii) Give an example of smart cards.
(viii) Define Electronic Fund Transfer.
(ix) Define e-tailing.
(x) Give at least any two examples of online services.

PART – B

UNIT –I

- Q.2 Explain the advantages and disadvantages of e-commerce.
Q.3 What are the main factors that affect the designing and building of e-commerce website?

UNIT –II

- Q.4 Write a short note on e-commerce security environment explaining the dimension, definition and scope of security.
Q.5 Explain any two types of security threats in e-commerce environment giving suitable examples.

UNIT –III

- Q.6 What is the role of a certifying authority as per the IT Act 2000? How is it regulated by the government?
Q.7 Explain the various penalties and adjudication for non-compliance as per the IT Act 2000.

UNIT –IV

- Q.8 What are the various models and methods of e-payments? Explain.

Q.9 Explain the procedure and working of a digital signature in e-payments.

UNIT -V

Q.10 Explain the advantages and problems of e-tailing.

Q.11 What is online marketing? Explain various methods of online marketing.

PART – C

Q.12 What is a business model? Explain the various types of e-commerce business models giving suitable examples.

Q.13 Describe the various technological solutions that can protect against e-commerce security threats.

Q.14 Write short notes on -

- (i) Appellate Tribunal
- (ii) Cyber Crimes

Q.15 Write short notes on -

- (i) Online banking
- (ii) Risks involved in e-payments

Q.16 Explain the following -

- (i) Online learning
- (ii) Online financial services.
