

B.B.A. Semester - 2 (CBCS) Examination
March/April – 2023 (New Course)
E-Commerce (CORE)

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 E-Commerce is like a boon to the entire world. Discuss in context to its benefits. **(14)**

OR

Que.1 Wherever you go, E-Commerce works for you. Elaborate the functions.

Que.2 E-commerce covers different stakeholders through its different types. Explain. **(14)**

OR

Que.2 Electronic Data Interchange (EDI)

Que.3 Discuss in detail various kinds of threats and crimes committed on cyber world. **(14)**

OR

Que.3 A. E-Wallets/Digital Wallets

B. Credit Card

Que.4 What are the methods of E-Marketing? **(14)**

OR

Que.4 Discuss in detail the advantages and limitations of Online/E-Marketing.

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

1. M-Business
2. Encouraging factors for E-Business
3. Ethical Issues related to E-Commerce
