

B.B.A. Semester - 2 (CBCS) Examination
March/April - 2023 (OLD COURSE)
E-COMMERCE (ALLIED)

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 Draw out difference between Traditional Commerce and E-Commerce. **(14)**

OR

Que.1 Discuss Advantages and Limitations of E-Commerce.

Que.2 What is E-Commerce? Discuss various Levels/Kinds of E-Commerce in detail with chart. **(14)**

OR

Que.2 Discuss in detail Features and Benefits of Electronic Data Interchange (EDI).

Que.3 Electronic Funds Transfer (EFT) is a boon for any economy – Discuss. **(14)**

OR

Que.3 What kind of threats and crimes take place on cyber world? What kind of pre-cautions to be taken for safeguard?

Que.4 What is E-Marketing? Explain various techniques of E-marketing. **(14)**

OR

Que.4 Write notes on.

A. Local Area Network (LAN) **(07)**

B. Wide Area Network (WAN) **(07)**

Que.5 Write a detailed note on M-Commerce. **(14)**

OR

Que.5 Write notes on:

A. Difference between Traditional Business and E- Business **(07)**

B. Ethical Issues in E-Commerce **(07)**
