

B.B.A. Semester - 2 (CBCS) Examination
March/April – 2024 (As Per Syllabus Year-2018)
E-Commerce (CORE)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
-

Que.1 Explain Difference between traditional commerce & E-commerce. (14)

OR

Que.1 Write notes on.

(1) Concept of E-commerce. (07)

(2) Advantages of E-commerce. (07)

Que.2 What is EDI? Discuss its features and Benefits. (14)

OR

Que.2 Write notes on.

(1) B2B (07)

(2) B2C (07)

Que.3 Explain meaning of Electronic fund transfer and its benefits. (14)

OR

Que.3 Write notes on.

(1) E- wallet (07)

(2) Credit card (07)

Que.4 What is electronic marketing? What are the various methods/ techniques of online marketing? (14)

OR

Que.4 What is the computer networking and discuss its types.

Que.5 Define M-commerce and explain its advantages. (14)

OR

Que.5 Explain meaning of E- enterprise and its merits.
