Roll No. ....

57555

BBA 6th Semester (N. S.) 2014-17

Examination – November, 2017

E-COMMERCE

Paper : BBAN-605

Time : Three Hours]   *[Maximum 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 examination.

Note : Section **A** is *compulsory*. Attempt *one* question from each Unit in Section **B**. All questions carry equal marks.

SECTION – A

1. (a) Why do you think traditional payment systems are inadequate for e-commerce ?

   (b) "Privacy is at Risk in the Internet Age" - What is the meaning of the statement.

   (c) Distinguish between debit card and credit card.

   (d) Define Click and Mortar and pure play organizations.

   (e) Define virtual e-tailing.

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SECTION – B

UNIT – I

2. Explain the driving forces of e-commerce. What factors affect the e-commerce transactions ? Specify the limitations of conducting e-commerce.

3. Discuss the advantages of selling through online over selling from catalog. What are the disadvantages ?

UNIT – II

4. What is Internet ? Explain how Internet applications are helpful in e-commerce ?

5. (a) Discuss the relative advantages and limitations of various forms of e-payments.

   (b) Describe the tools for increasing the visitors on a website.

UNIT – III

6. (a) Explain the benefits of E-retailing from customer and business perspectives.

   (b) How the uses of e-commerce tools have helped wholesalers ?

7. How service providing firms such as banks have utilized the e-commerce tool in synchronizing their operations with suppliers and customers ?

UNIT – IV

8. A retail cloth manufacturer is considering e-payments for both its suppliers and its buyers. What sort of e-payment should it use to pay for office supplies ? How should it pay suppliers of raw materials ? How should its customers-both domestic and international clothing retailers pay ?

9. (a) Explain the difference between public key encryption and private key encryption. List out advantages and disadvantages of each method.

   (b) What is Firewall ? State the function of Firewall in e-commerce.

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