

Roll No.

57555

**BBA 6th Semester (N.S.) 2014-17
Examination – November, 2018**

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 : All questions of Section 'A' are *compulsory*. Attempt any *four* questions from Section 'B' selecting at least *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain the following in brief :

- (i) Nature and dynamics of internet.
- (ii) What is integrating e-business applications ?
- (iii) Advantages of e-commerce to wholesalers.
- (iv) Data encryption secret key.
- (v) System flow chart.

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SECTION - B

UNIT - I

2. Define E-Commerce and explain different levels of E-Commerce and their advantages.
3. What is online business ? Discuss the procedure of assessing requirement for an online business.

UNIT - II

4. Explain the Process of Electronic Payment System.
5. Explain the mechanism to address the challenges related to online trust, security and individual privacy.

UNIT - III

6. Describe the various challenges of e-commerce applications in manufacturing sector.
7. How the services of retail sector can be improved with the help of E-commerce ?

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UNIT - IV

8. Explain the functionality and pitfalls of virtual organizations.
9. Why security in E-commerce is required ? Explain the process and importance of digital signatures.

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