Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 09

BBA (2012 Batch)   (Sem.–6)
E-COMMERCE
Subject Code : BBA-603
Paper ID : [72347]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1.   **Write briefly :**

   a.   E commerce

   b.   Internet

   c.   EDI

   d.   Digital cash

   e.   Supply chain management

   f.   Intranet

   g.   Digital signature

   h.   Public key

   i.   HTTP

   j.   Firewall

SECTION-B

UNIT-I

2. Describe the term E-Business in detail. What are the various opportunities in E-Business?

3. What are the several factors that led to the emergence of e-commerce in the market?

UNIT-II

4. Write notes on :

    a. Internet Service Provider (4)

    b. Internet Access Provider (3)

    c. EFT (3)

5. Discuss in detail the various issues in online banking from the management perspective.
    (10)

UNIT-III

6. Explain in detail how online sales force and online customer service and support are integral part of Customer relationship Management.

7. Write a detailed note on working of Manufacturing Information System.

UNIT-IV

8. Write in detail the various security issues in e-business. Explain by citing examples.
    (10)

9. Write notes on :

    a. Encryption (5)

    b. VPN (5)