

END TERM EXAMINATION

SECOND SEMESTER [BBA(GEN)] MAY-JUNE 2018

Paper Code: BBA-106

Subject: E-Commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) What do you understand by the term 'E-Commerce'? List the key differences between traditional commerce and electronic commerce. (5)
(b) What are the basic types of E-commerce? Give an example of each. (5)
(c) Explain the barriers in E-commerce environment. (5)
- Q2 (a) Discuss the Indian readiness for E-commerce. Explain briefly the Role of Government in e-commerce. (8)
(b) What are the requirements for transacting online for an organization dealing in books and music titles? Explain them. (7)
- Q3 (a) What is a Frame in HTML? Describe two attributes of the <FRAME> tag alongwith their syntax and example. (5)
(b) Explain the tags, used in creation of a form. (5)
(c) Explain how will you insert a video and audio in your html document? (5)
- Q4 Explain any **five** of the following HTML Tags: (3X5=15)
(i) <DIV>
(ii) <TR>
(iii) <LINK>
(iv) <SUP>
(v)
(vi)
- Q5 (a) List various methods of making payment over the Internet for online purchase. Discuss their relative advantages and disadvantages. (8)
(b) What is electronic wallet? How are they useful? (4)
(c) What is EFT? (3)
- Q6 (a) Is the business on the Internet secure? Discuss. (3)
(b) If a customer purchases an item from an online store, what are some of the security concerns that might arise? Explain. (4)
(c) Explain the terms-Encryption and Decryption and their role in the conduct of E-commerce using example. (8)
- Q7 (a) Discuss the application of E-commerce in E-Procurement bringing out its advantages and disadvantages. (6)
(b) What are the major attributes of Mobile Commerce which offer new applications and are applicable only in mobile environment. (6)
(c) What are cookies? Are they useful or not? (3)
- Q8 (a) Discuss the major applications of E-commerce in Supply Chain using example. (6)
(b) Discuss the taxation issues on E-commerce transactions over the Internet. (6)
(c) Is ethics different from law? Explain (3)