



(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY- JUNE 2019

Paper Code: BBA-106

Subject: E-commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 (a) The early years e-commerce can be considered both a success and a failure. Justify the statement. (8)  
(b) Discuss the factors that contribute to e-commerce success. (7)
- Q2 (a) What is e-business model? Explain with suitable examples B2B, B2C, B2G and C2C models. (8)  
(b) Discuss the e-transition challenges for an life insurance company. (7)
- Q3 (a) Describe how internet and web features and services support e-commerce. (8)  
(b) Explain the following tags of HTML: (7)  
(i) `<a>---</a>` (ii) `<h2>---</h2>` (iii) `<dl>---</dl>`
- Q4 (a) How can the table be created in HTML? Explain with suitable example. (8)  
(b) Create a form in HTML to take feedback of customer for the service of a restaurant. (7)
- Q5 Differentiate between:- (15)  
(a) E-commerce and E-business  
(b) Public key and Private key  
(c) Static Website and Dynamic website
- Q6 (a) Compare and contrast online credit card payment and debit card payments. (8)  
(b) Identify the key security threats that arise during e-commerce transaction. (7)
- Q7 (a) How does spoofing threaten a Website's operations? (8)  
(b) How is e-banking related to e-commerce and m-commerce? (7)
- Q8 (a) Identify the industries who have taken full benefit of e-commerce. Justify your findings. (8)  
(b) Discuss the ethical issues raised by e-commerce. (7)

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