

END TERM EXAMINATION

SECOND SEMESTER [BBA] JUNE 2024

Paper Code: BBA-108

Subject: E-Commerce

BBA(B&I)-110

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choices are indicated.

- Q1 Write short notes on **any Four** of the following: (4x5=20)
- a) HTML Forms and Control
 - b) Encryption and Decryption in E-Commerce
 - c) Mobile Commerce
 - d) Electronic Payment Systems (EPS)
 - e) Regulatory and ethical issues
 - f) Indian readiness for E-Commerce
 - g) E-Commerce Environment
 - h) Electronic Fund Transfer (EFT)
- Q2 Discuss the advantages and disadvantages of E-Commerce with suitable examples from business domain? Also, explain the types of E-commerce? (10)
- OR**
- Q3 Discuss the various electronic commerce models with suitable examples? Also, explain the various challenges in electronic commerce environment? (10)
- Q4 Discuss the importance of HTML in E-commerce evolution and utilities with suitable examples? Also, explain the role of multimedia component of HTML? (10)
- OR**
- Q5 Illustrate through a webpage layout of an electronic commerce company, the importance of hyperlinks, frames, text formatting features? (10)
- Q6 Illustrate various infrastructural issues and risks in electronic payment systems (EPS) with suitable examples? Also, discuss its mitigation plans if any? (10)
- OR**
- Q7 Discuss the concept of electronic commerce security environment? Also, discuss the various types of security threats and its remedies? (10)
- Q8 Discuss the electronic commerce application utilities in various industry segments, highlight some of the key benefits with suitable examples? (10)
- OR**
- Q9 "Mobile Commerce has changed the way of doing business", Justify it with suitable example? Also, discuss it with economic and social consideration? (10)

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