(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

SECOND SEMESTER [BBA] MAY-JUNE 2025

Paper Code: MBG-112 ***Subject: E-Commerce***

BBA/BBA(B&I)-112

[BATCH 2024 ONWARDS]

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt five questions in all including Q.No.1 which is compulsory. Attempt one question from each unit.

Q1 Answer **all** the following questions briefly:- **(2x10=20)**

a) Define electronic commerce.
b) List types of Electronic Commerce
c) Articulate the infrastructure issues in EPS.
d) Explain Indian readiness for E-commerce.
e) Discuss the need for security in E-commerce.
f) Illustrate security threat with help of an example.
g) Discuss various E-commerce industries.
h) Differentiate between encryption and decryption.
i) What are the emerging trends in e-commerce?
j) Describe mobile commerce.

UNIT-I

Q2 State five advantages and five disadvantages of online transactions. **(10)**

Q3 Discuss five Challenges and Barriers in E-Commerce environment. Also, discuss E-Transition challenges for Indian corporate. **(10)**

UNIT-II

Q4 Discuss online payment modes and their scopes. Also, discuss their pros and cons. **(10)**

Q5 a) Explain the complete flow of electronic fund transfer. **(5)**
b) Discuss five digital payment requirements. **(5)**

UNIT-III

Q6 Illustrate the difference between encryption and decryption with the help of an example. **(10)**

Q7 a) Explain the need for security in Ecommerce. **(5)**
b) What are security challenges and protection measures available to electronic business? **(5)**

UNIT-IV

Q8 a) Enlist five regulatory and ethical considerations in E-Commerce. **(5)**
b) Articulate technological and social considerations in E-commerce. **(5)**

Q9 Does customer prefer web-based purchase? Why/ Why not? Further, demonstrate the purchase discussion making process. **(10)**

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