

F504

B.B.A./M.B.A. EXAMINATION, 2021

(Sixth Semester)

(B Scheme) (Main & Re-appear)

MANAGEMENT STUDIES

BBA308B/MBAD308

E-Commerce

Time : 2½ Hours

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. Describe the term e-Commerce. What are the several factors that led to the emergence of e-Commerce in the market ?
2. Explain different types of e-Commerce with the help of suitable example.
3. Discuss the sequential evolution of Internet. How commercialization of Internet services took place ?
4. Keeping the current Covid-19 situation in mind. Explain the major considerations to develop any e-Commerce website.
5. Explain the security threats faced in e-Business and means of protecting online website operations from hackers.

6. Discuss the concept of encryption and cryptography and highlight the issues to be dealt with.
7. Define Electronic Data Interchange. What are the components of Electronic Data Interchange ?
8. What do you understand by Supply Chain Management ? What role does SCM play in Business to Business model ?