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Total No. of Pages : 02

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**BBA (2014 to 2017)/B.SIM (2014 & Onwards) (Sem.-6)****E-COMMERCE****Subject Code : BBA-603****M.Code : 72347****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A****1. Answer briefly :**

- a. Digital banking
- b. Electronic Check
- c. Digital Economy
- d. Internet service provider
- e. E-payment system
- f. Firewalls
- g. Manufacturing Information System
- h. EDI
- i. Marketing strategy
- j. SSL



**SECTION-B****UNIT-I**

2. Highlight the opportunities of E-commerce in India. Highlight the Economics and Social impact of E-business.
3. How would you define E-business? What are the environmental factors affecting the E-commerce?

**UNIT-II**

4. Describe the industry framework and types of E-business. Explain internet vs. Online services in detail.
5. What are the Home banking implementation approaches? Explain them in detail. Discuss the management issues in online banking.

**UNIT-III**

6. What are the roles of online sales forces for CRM? Discuss the challenges for CRM in E-commerce.
7. What is supply chain management? Discuss the importance and objectives of supply chain management.

**UNIT- IV**

8. Critical comment on the statement "*the customers are not safe in E-commerce*".
9. Highlight the reasons why customers avoid buying online. What are the security issues in e-business?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**

