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Total No. of Pages : 02

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**BBA (2013 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. What are the challenges in e-commerce?
- b. Differentiate between traditional business and E-business.
- c. Write a short note on open vs. closed models.
- d. What are the advantages of electronic cheque?
- e. What type of electronic payment systems are required in E-Commerce?
- f. Discuss manufacturing information systems.
- g. Define customer relationship management.
- h. What are digital certificates?
- i. Write a short note on VPNs.
- j. Discuss IDS.



## SECTION-B

### UNIT-I

2. Describe the term E-Commerce. What are the various social and economic impacts of E-Commerce?
3. Elaborate existing E-Business environment in India.

### UNIT-II

4. Discuss various management issues in online banking.
5. Explain the concept and technology of WWW.

### UNIT-III

6. Explain the concept of Supply Chain Management in detail. Why it is important to any industry or any organization? Illustrate by citing suitable examples.
7. Describe various tools used for internet marketing.

### UNIT-IV

8. Why is security important in E-Business? What are the security issues to be taken into account while designing a security system for E-Business?
9. What is public key encryption? In what way is it different from private key encryption? Why is it important in E-Commerce?

**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.**