Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 09

BBA (2013 to 2017)/B.SIM (2014 & Onwards)   (Sem.–6)

E-COMMERCE
Subject Code : BBA-603
Paper ID : [72347]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-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

Q1. Answer briefly :

   a. What do you understand by HTTP?

   b. What is security design?

   c. What is C 2 C?

   d. Define E- Commerce.

   e. Name three categories of E- Commerce.

   f. What do you mean by public relations?

   g. Digital Cash.

   h. Private key.

   i. SSL.

   j. Online Credit Cards.

SECTION-B

UNIT-I

Q2.   What is E-commerce and explain the role of e-commerce?

Q3.   Differentiate between E-commerce and E-business.

UNIT-II

Q4.   Write short notes on the following :

a.   Online banking

b.   Internet service providers

c.   Digital cash

d.   Home banking

Q5.   What is E-business explain the structure and organization of E-business?

UNIT-III

Q6.   What are various marketing strategies in internet marketing?

Q7.   Write a detailed note on manufacturing information systems.

UNIT-IV

Q8.   What do you mean by security? Explain its scope and views about security system.

Q9.   Write short notes on the following :

a.   Encryption

b.   Firewalls

c.   Digital certificates

d.   Public Key Infrastructure (PKI)