

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 4th Semester
(2055)**

FUNDAMENTALS OF E-COMMERCE

Paper : BBA-226

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—(1) Attempt **FOUR** short answer type questions from Section A, each question carries **5** marks.

(2) Attempt **TWO** questions each from Sections B and C respectively, each question carries **15** marks.

SECTION—A

1. Attempt any **FOUR** of the following :

- (a) Differentiate between B2B and B2C e-commerce.
- (b) Differentiate between Debit cards and Credit cards.
- (c) What are E-Cheques ? Give its features.
- (d) What is Cryptography ? Give its benefits.
- (e) Differentiate between E-Business and Traditional Business.
- (f) Write a short note on E-Wallet. 4×5=20

SECTION—B

2. Discuss in detail the Electronic Commerce framework.
3. Detail on the regulatory aspects of e-commerce.
4. Discuss critically the present status of E-Commerce in India.
5. Define the E-Business model. Discuss various models of C2C and C2B with suitable examples. 2×15=30

SECTION—C

6. Discuss the impact of E-Commerce on health and services. Give its pros and cons in detail.
7. Detail on :
 - (a) E-cash
 - (b) Electronic Purses
 - (c) Digital Signature.
8. What is Electronic Data Interchange ? Discuss its importance in current business scenario.
9. Discuss socio-economic impacts of E-Commerce in detail. 2×15=30