

Roll No. ....

Total Pages : 3

**301604**

May 2024

**BBA(Gen)-VI SEMESTER  
E-Commerce (BBA-GEN-604)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Define the term E-commerce. (1.5)
- (b) What are the advantages of E-commerce? (1.5)
- (c) Why online transaction is required? (1.5)
- (d) Differentiate between pure online and click business. (1.5)
- (e) Mention major requirements for an online business. (1.5)
- (f) What is the role of e-commerce in manufacturing sector? (1.5)

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- (g) What are the various properties of Electronic cash? (1.5)
- (h) Differentiate between traditional business and E-business. (1.5)
- (i) Compare traditional business and online business. (1.5)
- (j) What are the challenges associated with E-commerce. (1.5)

**PART-B**

- 2. (a) Explain the architecture of the E-commerce model with neat diagram. (10)
- (b) Describe any *five* real life applications. (5)
- 3. (a) Explain the importance of online business. (5)
- (b) Describe any *two* categories of e-commerce. (10)
- 4. Describe the role of :
  - (a) Internet.
  - (b) IT Infrastructure.In **online** business (15)
- 5. (a) Write short notes on the following plastic money :
  - (i) Dabit card.
  - (ii) Credit card. (5)

- (b) Design an E-commerce model with neat diagram for any middle-level organisation. (10)

- 6. (a) What are the advantages and disadvantages of virtual organizations? (10)
- (b) What do you mean by virtual existence in e-commerce? (5)
- 7. Why Security feature is required in E-commerce? Write short note on digital signature, network security, data encryption, secret keys. (15)