



K16U 0078

Reg. No. :

Name :

VI Semester B.B.A. Degree (CCSS – Reg./Supple./Improv.)

Examination, May 2016

Core Course

6B14 BBA : E-COMMERCE

(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part of consists of **two** bunches carrying **equal** weightage of **one**. **Each** bunch consists of **four** objective type questions. Answer **all** questions :

I. 1) _____ e-commerce consists of the sale of products or services from a business to the general public.

a) B₂ G

b) B₂ E

c) B₂ B

d) B₂ C

2) Which among the following is an example of C₂C ?

a) e-bay

b) Amzon.com

c) Rentalic.com

d) All of these

3) _____ is basically a concept of online marketing and distributing of products and services over the internet.

a) B₂ G

b) B₂ E

c) B₂ B

d) B₂ C

4) Search engine databases are selected and built by computer robot programs called _____

a) Spiders

b) Search engines

c) Robots

d) None of these

(W = 1)

P.T.O.



II. Fill up the blanks :

- 5) _____ is the first page of a website.
- 6) _____ always operate on intranet.
- 7) Web pages are prepared using their language as _____
- 8) _____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit. (W = 1)

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. **Each** carries a weightage of **one** :

9. What is E-commerce ?
10. What is B₂C ?
11. What is internet protocols ?
12. What is Wais ?
13. What is web ?
14. What is MIDS ?
15. What is corporate website ?
16. What is E-branding ?
17. What is EFT ?
18. What is smart card ? (W : 8×1=8)

PART – C

Answer **any six** questions. **Each** question carries a weightage of **two** :

19. What are the features of post paid payment system ?
20. Explain the basic steps of an online payment.



21. Explain the objectives for managing risk in E-commerce.
22. Explain the limitations of E-commerce security measures.
23. Explain the benefits of smart card.
24. Explain the various methods used for managing the security issues.
25. Explain the features of traditional commerce.
26. What are the differences between traditional commerce and E-commerce ?

(W : 6×2=12)

PART – D

Answer **any two**. Each question carries a weightage of **four** :

27. Explain important business models of E-commerce.
28. Explain the importance and advantages of E-commerce.
29. Explain the different types of E-payment system.

(W : 2×4=8)