

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: E-BUSINESS APPLICATIONS

Day : Thursday
Date 3/3/2022

W-5410-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 80

N.B.

- 1) Attempt **ANY FIVE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Answer to both the section should be written in **SEPARATE** answer books.

SECTION – I

- Q.1** Explain the term ‘Convergence’. Describe the media convergence-the anatomy of Electronic Commerce. **(10)**
- Q.2** What is e-commerce? Explain various application of e-commerce. **(10)**
- Q.3** Explain the term strategic alliance and discuss example of strategic alliance. **(10)**
- Q.4** Explain in detail various application of e-commerce. **(10)**
- Q.5** What are the various multimedia components for e-commerce? **(10)**
- Q.6** What do you mean by ‘Firewall’? Explain different type of firewalls. **(10)**
- Q.7** Write short notes on **ANY TWO** of the following **(10)**
- a) Digital signature
 - b) Cyber Security
 - c) Media Convergence

SECTION – II

- Q.8** Explain various modes of e-payments. **(15)**
- Q.9** What is ‘Encryption’? Differentiate between Symmetric and Asymmetric Encryption. **(15)**
- Q.10** Discuss the impact of Global Information Distribution on the e-commerce. **(15)**

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