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**SUPPLEMENTARY**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-VI ED :SUMMER- 2022**  
**SUBJECT : E-COMMERCE**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 26-08-2022

**S-18873-2022**

Max. Marks : 60

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**N. B. :**

- 1) Attempt **ANY THREE** questions from Section – **I** and Attempt **ANY TWO** questions from Section – **II**.
  - 2) Answer to both sections should be written in **SAME** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q. 1** Define E-Commerce. Write in detail current status of E-Commerce in India. **(12)**
- Q. 2** What is Government to Government and Business to Government e-commerce? Explain with proper example. **(12)**
- Q. 3** Define electronic Data Exchange. Explain its advantages and disadvantages. **(12)**
- Q. 4** What is Secure Socket Layer (SSL)? Explain in detail the role of SSL for secure payment. **(12)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(12)**
- a) Infrastructure for E-Commerce
  - b) Digital Signature
  - c) e-CRM

**SECTION – II**

- Q. 6** ‘Internet as a powerful advertising media’. Explain your views on this. **(12)**
- Q. 7** What is Banner Advertising? Explain in detail with example **(12)**
- Q. 8** What is e-payment security? Explain various security requirements for e-payment system. **(12)**

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