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

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

**W-18873-2022**

Max. Marks : 60

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**N.B.**

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

- Q.1** What do you understand by E-commerce, what are its advantages and disadvantages? (12)
- Q.2** Explain in detail E-commerce in India with proper example. (12)
- Q.3** What is e-advertising? Explain in detail various e-advertising techniques. (12)
- Q.4** Explain in detail B2B and C2C model giving proper examples. (12)
- Q.5** Write short note on **ANY TWO** of the following : (12)
- a) Secure Electronic Transactions
  - b) e-CRM
  - c) Search Engines

**SECTION – II**

- Q.6** What is Electronic Data Interchange? Explain in detail its applications. (12)
- Q.7** What are the various managerial issues for e-payment systems? (12)
- Q.8** Explain in detail various security issues with E-commerce. (12)

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