



SM – 533

VI Semester B.B.A. Examination, May/June 2018
(2016 – 17 and Onwards) (F+R)
(CBCS)

Business Administration
Paper – 6.2 : E-BUSINESS

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer any 5 sub-questions. Each sub-question carries 2 marks. (5×2=10)

1. a) What is e-commerce ?
- b) Name any four examples of B2B.
- c) What is Firewall ?
- d) What are digital wallets ?
- e) What is B2B marketing ?
- f) What is a cyber crime ?
- g) What is a web browser ?

SECTION – B

Answer any 3 questions. Each question carries 6 marks. (3×6=18)

2. What are the advantages and disadvantages of e-business to buyers ?
3. Discuss uses of SSL protocol.
4. What are the advantages of viral marketing ?
5. What are the objectives of IT Act, 2000 ?
6. Briefly explain the salient features of E-commerce.

P.T.O.



SECTION - C

Answer any 3 questions. Each question carries 14 marks.

(3x14=42)

7. Explain the major types of e-commerce model.
8. What is E-payment system ? Explain the advantages and disadvantages of E-payment.
9. Discuss in detail the various tools that can be implemented to protect the web server.
10. Explain the penalties and adjudication under IT Act, 2000.
11. Discuss in detail the importance of CRM in E-business.