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. (5x2=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. (3x6=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.
SECTION – C

Answer any 3 questions. Each question carries 14 marks. \((3 \times 14 = 42)\)

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.


11. Discuss in detail the importance of CRM in E-business.
VI Semester B.B.M. Examination, May/June 2018
(Repeaters) (2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.2 : E-Business

Time : 3 Hours
Max. Marks : 100

Instructions : Answer should be written in English only.

SECTION – A

I. Answer any eight sub-questions. Each sub-question carries two marks. (8x2=16)

1) a) What do you mean by E-Business ?
   b) What is EDI ?
   c) What is web auction ?
   d) Give the meaning of decryption.
   e) What is debit card ?
   f) Expand VPN and URL.
   g) What is fire wall ?
   h) Define portal.
   i) What is Viral marketing ?
   j) Define DBMS.

SECTION – B

II. Answer any three questions. Each question carries eight marks. (3x8=24)

2) Explain the functions of electronic commerce.
3) Explain the objectives of digital signature.
4) What are the characteristics of fire wall ?
5) What are the advantages and disadvantages of E-Payment system ?

P.T.O.
SECTION – C

III. Answer Q. No. 10 and three of the remaining questions. Each question carries fifteen marks. (4×15=60)

6) Describe any two E-Business model with their merits and demerits,

7) Discuss the major E-Commerce model.

8) Explain the various types of cyber crimes.

9) Discuss the different E-Payment system.

10) Explain various DBMS model and its advantages and disadvantages.
VI Semester B.B.A. Examination, May 2017
(CBCS) (Fresh)
(2016 – 17 & Onwards)
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. (5x2=10)

1. a) Define e-business.
   b) What is web auction?
   c) What do you mean by data encryption?
   d) Expand HTTP.
   e) Give the meaning of debit card.
   f) What is internet marketing?
   g) What do you mean by brand strategy?

SECTION – B

Answer any 3 questions. Each question carries 6 marks. (3x6=18)

2. Briefly explain the salient features of E-commerce.

3. What are security tools? What purpose these are used?

4. List out the risks involved in e-payment system.

5. What is customer relationship management? List its salient features.


P.T.O.
SECTION – C

Answer any 3 questions. Each question carries 14 marks. (3x14=42)

7. Write short notes on the following:
   a) Virtual communities.
   b) Portals.

8. Explain the different e-commerce business models.

9. Discuss in detail the various tools that can be implemented to protect the web server.

10. What is smart card? What are its advantages?

11. Elaborate the types of cyber crimes.