

Faculty of Business Management
BBA II-Year, CBCS-III Semester Regular Examinations, Dec/Jan 2019-20
PAPER: E-COMMERCE APPLICATION

Time: 3 Hours

Max Marks: 60

Section-A

- I. Answer any FIVE of the following questions (5x2=10 Marks)
1. LAN
 2. Interactive Marketing
 3. E-Cash
 4. Text Wrapping
 5. Scrolling
 6. Firewall
 7. Hacking
 8. Browser

Section-B

- II. Answer the following questions (5x10=50 Marks)
9. (a) What is Internet? Write down the advantages and disadvantages of Internet.
(OR)
(b) Describe the challenges and issues of e-Commerce in present era
- 10.(a) Bring out the models of Electronic marketing.
(OR)
(b) How did your shopping experience change with the advent of E-Commerce?
- 11.(a) Define EDI. Explain its architecture with the help of a diagram.
(OR)
(b) Define fully integrated EDI. Discuss the prerequisites of EDI.
- 12.(a) Discuss the role of HTTP in e-commerce website.
(OR)
(b) Explain the security protocols to ensure secured online transactions.
- 13.(a) "Hyperlinks are the primary way that people and websites share information online" - Discuss
(OR)
(b) Scrolling on e-commerce websites: Is it increasing e-commerce conversion? Substantiate.
