

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA (B&I)] FEBRUARY 2023

Paper Code: BBA (B&I) 309

Subject: E-Commerce

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five question in all including Q.No.1 which is compulsory.

- Q1. Explain any five from the following: (5x5=25)
- ✓(a) Discuss the role of World Wide Web in growth of e-commerce
  - ✓(b) Illustrate the growth of e-commerce in India
  - ✓(c) How to create tables using HTML?
  - (d) E-Commerce V/S E-Business
  - ✓(e) What is Electronic Fund Transfer?
  - ✓(f) Discuss the various emerging trends in E-Commerce
  - (g) What is Phishing?
- Q2. Define E-Commerce. What are its advantages and disadvantages? Illustrate using relevant examples. (12.5)
- Q3. What is HTML? Discuss the format of designing webpages using HTML. Give examples. (12.5)
- Q4. What are Electronic Payment Systems? Analyze any three types of Electronic Payment Systems with regards to their advantages and disadvantages. (12.5)
- Q5. What are the various threats in E-Commerce? Discuss the role of Encryption Techniques using relevant examples. (12.5)
- Q6. Discuss the various applications of E-Commerce in Hospitality industry. Give examples. (12.5)
- Q7. What is Mobile Commerce? Discuss its unique characteristics and advantages using examples. (12.5)
- Q8. What is the importance of ethical issues in E-Commerce? Discuss any five ethical issues in the area of E-Commerce. Give examples. (12.5)

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